



DAMA MICHIGAN Bits & Bytes



Michigan Chapter of DAMA International

Spring 2002

Finding the Elusive Single View of Customer with Graham Thompson - March 12

Graham Thompson's presentation Tuesday March 12 from 7 pm to 9 pm is one you won't want to miss.

Before joining Delos Technology, Graham Thompson held the position of vice president of sales with InCert Soft-

Prior to that, in his capacity of vice president of marketing he led the company's development of TraceBack, InCert's agent-based product designed to maximize the availability of mission critical applications.

Previous to InCert, Thompson was with Global Software, a Y2K vendor providing an inventory, detection and impact analysis tool targeted at the century date problem. While there, he more than quadrupled revenues, landing

brand-name clients that included American Airlines, US Air, NASA, Morgan Stanley, and Lehman Brothers. As sales and marketing director, he positioned the company's Y2K product as an industry leader.

Earlier Thompson held the position of CEO at R&O: The Repository Company, a provider of client/server repository products and services. During his tenure, the company experienced 50%

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ware Corporation, an enterprise application management provider, where he lead the company through a period of unprecedented growth, landing contracts with such blue-chip clients as Charles Schwab, Prudential, Vanguard, Pacific Bell and Fidelity. Earlier at InCert, he set up distribution channels in eight countries.

Free Subscription to Great Lakes IT Report Now a Part of DAMA Membership Through WWJ Newsradio 950.

The Great Lakes IT Report is a daily e-mail newsletter covering the technology industry with a decidedly Michigan slant. While covering national and global stories, the publication pays close attention to the rapidly growing Michigan tech industry. Matt Roush, the technology editor at WWJ and edi-

tor of the new IT Report defines the tech industry broadly, from hardware and software to advanced manufacturing and the life sciences.

The Great Lakes IT Report is to tech news what WWJ is to your car radio --

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Joe Oates of Sybase to Keynote DAMA Michigan Meeting April 9

What is a data warehouse? How it is different from application systems? What are the business drivers for a data warehouse? How do enterprise data warehouses contrast with data marts?

These are just some of the issues



Joe Oates

Joe Oates, Chief Architect for Business Intelligence at Sybase, Inc. will address when he speaks to the DAMA Michigan membership on April 9, 2002 at the Novi Doubletree.

Prior to Sybase acquiring the company in which he was one

of the owners, The Data Warehouse Network, he implemented several data warehouses in Europe. One of them, Scottish Widows Insurance, was featured in the August 2001 edition of DM Review.

More recently, Joe worked with the

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Point of View

By W. Thomas Hamlin

Comments:

thomashamlin@hotmail.com

Dear Reader,

In the last newsletter, we reviewed some straightforward ideas for improving database design, both logical and physical. We now know that we can improve the downstream flexibility and extensibility of our designs by thinking beyond the immediate project requirements. The results are less time fabricating 'patches' and arcane interfaces by subsequent projects. Even if your current project is not directly responsible for this, as a professional, you will know that you have performed

We want our efforts to result in enduring, flexible and useful products.

to the highest professional standard by providing a forward-looking design. A good job is its own reward.

In this issue, our topic is the first in a series on data warehousing. We want our efforts to result in enduring, flexible and useful products. Today we are examining the fundamental requirements for a Data Warehouse (DW) and how to determine if



your project meets those requirements.

The most common purpose for a DW is to enhance financial reporting. Many legacy systems have inadequate flexibility. In addition, there may be a requirement to combine different systems

into a consolidated report (growth by acquisition), and/or there is a need to share of financial information with other departments. But don't miss the primary requirement, that is, all figures MUST TIE explicitly and directly to the corporate General Ledger (GL). To put it another way, all reports must be reconcilable to the corporate reports. In public companies, corporate information is found in the annual report. The data from the DW must be understood, consistent, valid and reliable.

For example, a company has three very similar but independent-reporting units, A, B and C. Corporate calculates a combined profit of \$7,200.00. In a combined meeting of corporate and unit CFOs it is discovered things don't

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2002 Membership Drive Continues

By Carl Guse
Vice President - Membership

Membership registration for 2002 has begun and we continue to solicit the help of our current membership to identify new prospects to join our DAMA-Michigan chapter.

We have added 2 more members so far this year, but I remain forever hopeful that this number will continue to grow over the coming months.

Our chapter goal is to grow our membership at least 10% per year. However, my personal goal is to far exceed that this year and try to gain another 30-50 active members before the end of 2002. I feel that we have only touched the tip of the iceberg relative to the number of members we could have here in Michigan. I would hope that eventually we would have all of Michigan's key automotive industry drivers as members of our chapter and not just General Motors. Greater involvement from the area's financial and banking institutions

would be a nice addition to our membership given that sector's increasing focus on data management.

Imagine being able to come to a chapter meeting and networking with fellow data management professionals across multiple industries at one time. That is one of the key goals of membership.



So, while we continue to ask our current membership to look within and outside of your current organization and refer other Data Management staff you interact with to us, we are not relying on that alone. We are also preparing a mailing to Michigan readers of the DM Review Magazine, asking them to support their local chapter and refer additional members to us.

We continue to look for new marketing avenues to spread the word about our new Chapter as demonstrated by the following article that appeared in the February 15th issue of the Great Lakes IT Report produced by WWJ Radio:

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By Rajiv Das

These days, organizations building their enterprise data management plan face a key question – **“Data warehouse or data mart - which one to build first?”**. The primary factors that affect this decision are –

- ❑ Organizational data management strategy and maturity level
- ❑ Support and demands of the user community
- ❑ Emphasis on “Return on investment”
- ❑ Reliance on vendors.

This view is based on my own industry experience. And I will tell you the answer before we begin: **Build a data warehouse first and subsequently add data marts**).

To quote Bill Inmon, an expert on data warehousing - “The difference between a data mart with a foundation and a data mart without a foundation being built directly from operational systems is the same as difference between

fool’s gold and real gold”.

Data marts are application or function specific where as a data warehouse contains a holistic, summarized and aggregated view of the enterprise data. A centralized data warehouse is aligned with the enterprise data management strategy. Data marts can be plugged in afterwards and can be replicated with minimal changes for different departments or user sets. This type of evolutionary timeline goes along with the user community’s learning curve and maturity.

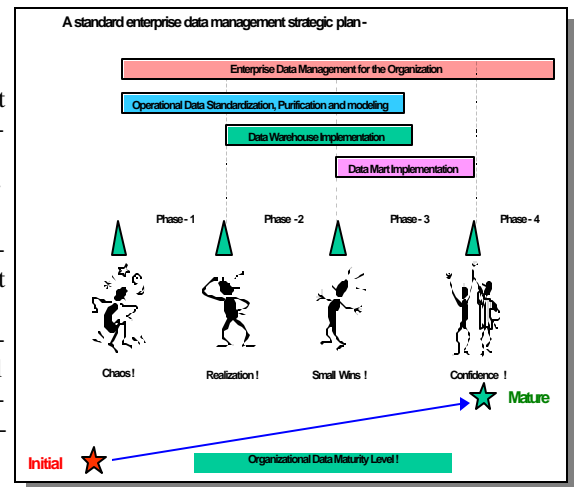
Major Benefits -

- ❑ Major long-term cost benefits resulting in improved ROI
- ❑ Low maintenance over long term
- ❑ Fits in the organizational data management strategy
- ❑ Can meet individual departmental need as well as support cross-functional business re-

quirements such as cross selling for financial services industry.

The following figure describes a typical high-level data management strategic plan implemented by companies. Implementing basic data management initiatives and building an enterprise data warehouse always follow the implementation of data marts.

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Great Lakes IT Report

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they cover the news "waterfront" and tell you what's really important, quickly and efficiently.

As a benefit of your membership in DAMA, you can receive a free subscription to the Great Lakes IT Report from now through the end of 2002.

According to Matt, “ If you read the newsletter, it will keep you informed -- and hopefully entertained - - and won't waste a second of your time.”

To subscribe to the newsletter, just send a note to Matt Roush at mnroush@cbs.com and mention you are a DAMA member. Your subscription should start the following weekday.

Check it out.

great lakes IT report

The Daily Tech News Source For Michigan & Beyond

Written and edited by *Matt Roush, Technology Editor*
WWJ Newsradio 950, Detroit
 mnroush@cbs.com

Start your day with the most informative,
 easy to read News Report on
 IT happenings in Michigan.
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 Wendy Baca, wjbaca@cbs.com

By *Graham Thompson*

The ROI foundation of many warehouse and CRM projects has been based on the business benefits that can be derived from understanding a single view of all interactions we have with each customer. This is critical when creating a satisfying customer experience to boost customer loyalty and retention. Yet few of these projects have managed to live up to expectations and deliver this promised ROI because of the organization's inability to populate and maintain the warehouse or CRM application with reliable and complete information.

This presentation shares how organizations can leverage the concept of "data trust" to address this problem. Although most large enterprises have on average fifty data sources, historically they have chosen a single authoritative source to drive their business intelligence applications. This limits the reliability of the target application to that of the single source. By understanding and managing "data trust", it is possible to source business intelligence applications with the most trustworthy information from all potential systems.

The presentation will detail the concept of trust profiles that model information reliability and decay. The net result of this approach is that the "sum is greater than its parts" in that reliability of the target application is as good as the best data in each of the source systems.

Key Points

- The number one reason why CRM applications fail is due to incorrect data
- How can we model "data trust" as the key to information reliability
- The benefits of utilizing multiple data sources
- The need to merge and spilt up reference data from disparate sources
- How reference data consolidation determines the keys for CRM
- The criticality of addressing data issues as an on-going process rather than a one off exercise

Who Should Attend

- CIOs
- CRM and Warehouse Project Managers
- Data Architects

Graham Thompson—March 12

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annual growth, tripling its staff, to position ROCHADE, the proprietary company product, in Gartner Group's leadership quadrant.

During his tenure at R&O the New York DAMA Chapter awarded Thompson their Life Time Achievement award for his contribution to repository technology.

Thompson started his career at Shell Oil as a systems and business analyst. He holds a B.S. degree in Computer Science from Portsmouth University, Portsmouth, England.

Please make your reservations early as there is limited seating available for this event
The presentation will be held in Con-

DAMA Michigan Chapter Membership

Information

Contact

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V P Membership

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DAMA MICHIGAN
Bits & Bytes



8 Very Good Reasons To Join DAMA Michigan?

1. Professional Programs
2. Professional Networking
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4. National and International Speakers
5. Resource Library
6. Professional Collaboration
7. Compare Notes with other DM Professionals
8. Enjoy a Pleasant Meal with Colleagues

Join Today!

**Contact Carl Guse
at 248-945-5527 ext 527**

or

Go directly to our website

www.dama-michigan.org

ference Room 1210, EDS Southfield Towers in Southfield, MI. You can register for the event by going online to the DAMA Michigan website at www.dama-michigan.org or by calling Carl Guse at (248) 945-5500, ext. 527. See you there.

Steve Boyle recently joined the DAMA Michigan Board of Directors in the position of Vice President of Logistics.

By day Steve is a Data Quality Specialist with Blue Cross Blue Shield of Michigan in their Data Warehouse Administration. This is a role serving as liaison between the Data Warehouse staff and the people using the information.



Steve graduated in 1983 with a Bache-

lor of Science in Computer Science from Wayne State University. Upon graduating he joined a new firm - Symcon as one of its original 13 employees.

After a year of subcontracting with Arthur Andersen staff at the MESC he then joined Ajilon (known as Computer Dynamics in the mid 80's).

After working with Blue Cross as a consultant he decided to hire on directly in 1985 in an Operations Support role. After 4 years of working in operations he attained his Certified

Data Professional designation and moved to Claims Systems.

As an early advocate of personal computers Steve transferred in 1992 to Office Systems Consulting where he worked on the Common Office Environment for Blue Cross. This was one of his favorite positions because it involved configuring 5,000 PCs and supporting them. In 1995 Steve left Blue Cross to work in the family business.

When Steve returned from his stint with the family business he took a job through Ajilon working on Blue Cross' Y2K efforts. They needed help establishing a "clock forward" environment for testing. Once that had been done he transitioned to operations, left Ajilon and hired back to Blue Cross in programming. August 2001 he moved to his current position on the Data Quality team.

With two DAMA programs underway and planning for the remainder of 2002 and the 1st half of 2003 ready to be planned, Steve once again has a challenge. Please join us in welcoming him to his new activity with DAMA.

Joe Oates of Sybase

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EDS team that implemented a very successful Supply Chain Management Data Warehouse. He also designed a "packaged Data Warehouse" product that is currently being sold by Sybase.

Joe has been on the DCI, Technology Transfer Institute, DAMA and other speaking circuits giving informational presentations on Data Warehouse, Enterprise Data Modeling, Object Ori-

ented Analysis and Design, and Project Management for Data Warehousing. Joe has had articles in DM Review, IEEE

Computer, and several European Publications. In the late 1980s and early to mid-1990s, Joe was a member of the Washington, DC National Capitol Region (NCR) Chapter where he served two years as VP Programs. Joe was also on the DAMA International Board for 2 1/2 years.

Point of View

(Continued from page 2)

add up. Below are how each unit internally calculates their financial information,

- Unit 'A' sells 1,000 units at \$4.00 each where their system calculates the cost equals 40% of sales per unit. Unit A reports a profit of \$2,400.00.
- Unit 'B' sells 1,000 units at \$4.00 each and their system assigns a unit cost of \$1.55. Unit B reports a profit of \$2,450.00.
- Unit 'C' records sales of 1,010 units at \$4.00 each with a 40% cost structure. Unit C reports a profit of \$2,424.00.

The combined internally reported profit is \$7,274.00. We have a difference of

\$74.00 in profit. Who is right? What lies at the heart of the problem is how profit is defined and calculated by the units. Unit 'B' and Unit 'A' do not assign costs the same way and Unit 'C' records sales at the time they are invoiced but not shipped to the customer. We will not endeavor to discuss the virtues or faults of the logic behind each calculation. Further, this is not about implementing an ERP system. To the point, this is about providing a 'common integrated view of their reality' within the confines of a DW.

If we merely move the 'profit value' from each unit forward to the DW, we are wrong. If we attempt to create an algorithm to modify those values to meet the current project requirement, we are wrong. Potentially the DW project needs two things, maybe more.

The short list is:

1. Access and understanding of the components to the profit calculation at each unit, not the summary figures.
2. A calculation and/or definition for profit provided by the corporate CFO

This means that internally, each unit may keep their distinct definition for profit to suit their purposes. However, when reporting at the next CFO meeting, everyone must use the DW version of profit.

Next issue: Stumbling blocks to ongoing acceptance of the DW.

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To effectively run a business, the organizations need four different kinds of data - integrated, historical, detailed and summary. The Data Warehouse can provide all the four kinds where as data mart provides mostly summarized data.

The basic differences in the data content and presentation is summarized in the following table –

Data Warehouse usually has:	Data Mart usually has -
<ul style="list-style-type: none"> • data at very granular level • corporate level • data with robust history • large volume of data • lightly indexed data • allows many data view 	<ul style="list-style-type: none"> • summarized and aggregated • departmental • limited history • limited volume of data • heavily indexed data • limited perspective of data

Table – 1: Basic differences between data warehouse and data mart

Finally, when weighing the pros and cons to building the data mart first, it is this author’s opinion that the negatives definitely outweigh the positive. See the following table for a summary.

Pros	Cons
<ul style="list-style-type: none"> • Short term functionality gain • Reduced risk by implementation at departmental level instead of organizational level • Meets the ad-hoc business reporting need • Low cost and short term implementation 	<ul style="list-style-type: none"> • Partial solution, not able to meet the long-term organizational data management strategy • Limited benefits with partial view of data instead of holistic view • Business functions such as cross selling of products not possible with data marts • User summarization and heavy indexing will require more administrative attention • Long term cost of keeping multiple datamarts supporting different departments and keeping them in sync with operational data is fairly expensive • Summarized data provides low value in long run.

Table – 2: Pros and Cons building a data mart first

About the author: Rajiv Das is a Senior Manager with Accenture and currently the Administrative VP for the DAMA Michigan Chapter. He can be contacted at (517)-347-9843 or (313)-887-2084.

**Agenda for
April 9, 2002
DAMA Michigan
Meeting
Joe Oates
Sybase**

- **What is a data warehouse?**
- **How it is different from application systems**
- **Business drivers for a data warehouse**
- **Benefits of a data warehouse**
- **Different approaches to data warehousing**
- **Enterprise Data Warehouse vs. Data Mart**
- **Facing the tough issues**
- **Question and Answer Session**

**Graham
Thompson
CRM
Coming March 12
Reserve Now!
Limited Seating!
EDS Towers,
Southfield
5:30 p.m.-8:30 p.m.
Lite Dinner
and
Program**

www.dama-michigan.org

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"NEW TECH GROUP GETTING

STARTED -- There's another tech group getting going in Michigan. This time, the group is statewide, and it's devoted to the very specific concerns of folks in the data management field. DAMA, the Data Management Association, bills itself as people devoted to the "development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise." A small group of data management professionals got the local chapter rolling last year after Sid Stoffer, a senior information specialist at EDS, attended a national DAMA conference. Joanne Gierman, an information technology analyst with the Michigan Department of Transportation, is the Michigan chapter's first president; Carl Guse, director of staffing at Southfield-based Universal Solutions Inc., is membership vice president. You can check the national organization at www.dama.org and the Michigan chapter at www.dama-michigan.org. The organization's next event is March 12 at EDS' Southfield Towers, a session on customer relationship management."

Current Corporate Sponsors:

- General Motors
- EDS
- Universal Solutions, Inc
- Innovative IT Solutions

Current Corporate Members:

- AAA Auto Club of Michigan
- Allmerica Financial – Citizen's Insurance
- Burnett Direct Inc.
- DOW Chemical
- Mount Clemens General Hospital
- Proforma Corporation
- Blue Cross Blue Shield of Michigan
- Kmart
- State of MI – Dept. of Management & Budget
- State of MI – Dept. of Transportation
- State of MI – Office of Retirement Services

With exciting programs on tap for the remainder of 2002 that include presen-

tations on CRM (Graham Thompson), Data Mining (NCR Corp), UML (Joe Oates) and elevating the role of IRM (Larry English) it is important that new members send in their Membership Application and payments early in order to receive the Membership pricing for these events. Members signing up through the rest of the year can pay a prorated amount instead of the full amount of annual dues.

Membership levels and pricing for 2002 are as follow:

1. Corporate Sponsor

Dues: \$500

Benefits:

- No limit on number of people who can attend regular DAMA meetings
- No limit on number of people who can attend special DAMA-Michigan events at member rate
- Designated members receive DAMA-Michigan newsletter
- Identification as a DAMA-Michigan Sponsor on newsletters and web site
- Opportunity of hosting regular DAMA speaker meetings at company's headquarters
- One Ballot for official Chapter voting processes

2. Corporate Member

Dues:

Level 1:	1-5 people:
\$150	
Level 2:	6-10 people:
\$250	
Level 3:	11+ people
\$350	

Benefits:

- Designated members can attend regular meetings
- Designated members can attend special DAMA-Michigan events at member rate
- Designated members receive DAMA-Michigan newsletter
- Identification as a DAMA-Michigan Corporate Member on

newsletters and web site

- One Ballot for official Chapter voting processes

3. Individual Member

Dues: \$45

Benefits:

- Member can attend regular meetings
- Member can attend special DAMA-Michigan events at member rate
- Member receives DAMA-Michigan newsletter
- One Ballot for official Chapter voting processes

4. Student Member

Dues: \$15

Benefits:

- Member can attend regular meetings
- Member can attend special DAMA Michigan events at member rate
- Member receives DAMA-Michigan newsletter
- Has no Chapter voting rights

DAMA Chapters around the globe have to rely on the dues of their membership as their financial lifeline. The larger our paid membership base is, the more exciting events we can plan. Feedback we have gotten from our programs completed to date indicate that our meetings are providing our Michigan members opportunities to network and mingle with their peers from other companies and this is one of the important aspects of being a DAMA-Michigan member.

As a current officer of the DAMA-Michigan Board, I believe the Michigan Chapter can develop into one of the larger chapters within this region and perhaps one of the largest in the US.

I am available by phone at (248)945-5527 or email at carl@usi-online.com and I welcome your comments or questions regarding DAMA Michigan membership.

Coming Events

Meeting Date	Meeting Time	Guest Speaker	Topic	Location
Mar. 12 th	5:30 – 8:30	Graham Thompson, Delos Technology	Finding the Elusive Single View of Customer – Your CRM initiative depends on it.	EDS Towers, Southfield
Apr 9 th	5:30 – 8:30	Joe Oates, Sybase	Data Warehousing	Doubletree Hotel in Novi, MI
May 14 th	5:30 – 8:30	TBD, Teradata - NCR	Data Mining	TBD
June		No Meeting.		
July		No Meeting.		
August		No Meeting.		
Sept. 10 th	11:30 – 5:00	Larry English, INFORMATION IMPACT International, Inc.	Elevating the Role of Information Resource Management for Business Effectiveness.	TBD
October		No Meeting.		
Nov. 12 th	5:30 – 8:30	William H. Williford,	UML	TBD
December		No Meeting.		

After Thoughts

Information and Data Management

Check out these web sites for Data related information”

- <http://www.nsf.gov/home/programs/start.htm>
- http://nii.nist.gov/ext_links/standards.html
- <http://www.infogoal.com/dmc/dmchome.htm>

If you have a web site you would like to recommend please send the URL along to
Newsletter_editor@dama-michigan.org

The Information and Data Management (IDM) program supports research fundamental to the design, implementation, development, management, and use of database, information retrieval, and knowledge-based systems. Topics include data, metadata, information, knowledge and process modeling; information access and interaction; knowledge discovery, data mining and information visualization; and system architecture and implementation. Novel research is encouraged in Web-based systems, multimedia systems, scientific databases, geographic information systems, digital libraries, and other intelligent information systems; efficient data gathering and storage/archival; information organization, information flow management and security/privacy issues; evolutionary systems, change maintenance, and information life-cycle management; heterogeneous systems; and highly scalable, data-intensive, and distributed/mobile information systems.

Proposal Submission Information

Deadline Dates: 03/01/2002 Proposals 11/16/2002 Proposals

All proposals are due by 5:00 PM (Eastern Standard Time) on the deadline date. All proposals are to be submitted via FastLane.

For more information, see <http://www.nsf.gov/cgi-bin/getpub?nsf01156>.