



DAMA MICHIGAN Bits & Bytes



Michigan Chapter of DAMA International

Summer 2002

Larry P. English, Educator and Author to Address DAMA Michigan Conference in Lansing September 10

Larry English is an internationally recognized speaker, educator, author and consultant in information and knowledge management and information quality improvement. He also provides consulting and education in information stewardship, strategic information visioning, information technology evaluation, information resource management and data administration, data modeling and facilitation, and value-centric application development methods. Mr. English has developed the Total Quality data Management (TQdM[®]) methodology applying Kaizen[®] quality principles to information quality management. He chairs Information Quality Conferences around the world.



Prior to founding INFORMATION IMPACT INTERNATIONAL, Inc. (www.infoimpact.com), Brentwood, TN, over twelve years ago, Mr. English was Vice

President of an international IRM consulting firm. Before that, he was manager of systems development and then for information management with a large publishing firm. Before positions as Senior Instructor for a computer manufacturer and Information Systems Training Coordinator for a major insurance firm, Mr. English began his career with Sears, Roebuck, and Co., as a programmer and systems analyst.

He was featured as one of the "21 Voices for the 21st Century" in the January, 2000 issue of *Quality Progress*. DAMA awarded him the 1998 "Individual Achievement Award" for his contributions to the field of information resource management. Mr. English has served as an Adjunct Associate Professor in computer science. Active in sev-

eral professional organizations, he has been an officer of the Nashville AITP Chapter and is a co-founder of the Nashville DAMA Chapter. He is a member and a strategic business partner of the American Society for Quality (ASQ). Mr. English has been an active member of various ANSI (American National Standards Institute) standards committees, and he is editorial advisor for *DM Review*.

A magna cum laude graduate of Hardin-Simmons University, Mr. English holds a Masters Degree from the Southern Baptist Theological Seminary where he was a Luther Rice Scholar and a Garrett Fellow. He is listed in Outstanding Young Men in America and Who's Who Worldwide. He has provided consulting and educational services in more than 25 countries on five continents to such organizations as Aera Energy, Air Canada, American Express, Belgacom, Boeing, British Telecom, Capital Bank, Coca-Cola

(Continued on page 4)

Jeff Davey Explores Meta Data Solutions at September DAMA Conference

Jeff Davey will take the podium at 9:00 a.m. following the 8:30 registration and continental breakfast to explore some practical solutions for companies that don't want or can not justify large expenditures to purchase commercial meta data tools. (see presenter profile on page 5) This practical presentation/Case study will show attendees that with some hard work and the products you already have in house you can

build useful meta data solutions. Areas covered will include;

- Logical meta data
- Model management
- Physical meta data
- Environment meta data
- Change management
- CASE tools (I.e. Popkins System Architect)

Jeff will also align his solutions with

the Zachman Framework.

Jeff Davey is currently with Siemens Dematic, the worlds leading supplier of Material Handling Automation equipment. The various business units serve the Distribution Warehousing industry, Airline Cargo and Baggage Handling and Postal Sortation and Automation.

Corporate Sponsors



Presentation Abstract

Larry English, President of Information Impact International, Inc. will present his program on *Elevating the Role of Information Resource Management for Business Effectiveness* at the upcoming DAMA Michigan Data Management Conference to be held on Tuesday September 10, 2002 at the Lansing Holiday Inn Hotel. There will be a book signing of Mr. English's *Improving Data Warehouse and Business Information Quality* following the presentation.

The following is an abstract of the program to be presented by Larry English.

The organization that is not managing its information cannot manage its business. Without managed, quality information, the enterprise cannot "know" what it needs to know to understand its customers and customer needs, manage operations, analyze its

performance and make the strategic decisions for the future of the enterprise. This is even more crucial for service sector organizations, such as banks, insurance and government organizations whose products are, in fact, information.

Mr. English describes how you transform and elevate your data administration or data resource management to a value-adding function embraced as a critical business competency. The principles used to manage other business resources, such as human and financial resources, apply to managing information and knowledge as strategic resources. Implementation of these principles is required to transform the enterprise from an Industrial-Age to a competitive Information-Age organization. This presentation discusses how the organization can harness the power of today's information technology to exploit its information resources for competitive advantage and business effectiveness.

- Why traditional approaches to data administration have failed to create positive impact and acceptance in the enterprise
- Why the "systems approach" of application development has failed, and how we must replace it
- Trends shaping the economy, business, and society; and its impact on information resource management
- The Information Age as a paradigm
- From data administration to information stewardship
- Information Resource Management in the e-business world: the virtual enterprise



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

**Start your day with the most informative,
easy to read News Report on
IT happenings in Michigan.
Direct to your desktop five days a week.**

Free subscriptions available for a limited time.

**Comments? News tips?
Want a free subscription for a friend?
Email mnroush@cbs.com.**

**Marketing or advertising queries contact
Wendy Baca, wjbaca@cbs.com**

Sept 10, 2002
DAMA Michigan
Conference

8:30—9:00
Registration
Continental Breakfast

9:00—10:30
Jeff Davey
Building Useful
MetaData Solutions

10:30—11:30
DataFlux on
Data Quality

11:30—1:00
Lunch

1:00—3:00
Larry English
"Elevating the Role of Information
Resource Management for
Business Effectiveness"

3:00—3:30
Larry English
Book Signing

3:30—4:00
DataFlux -
Product
Demonstration

By W. Thomas Hamlin

Comments:

thomashamlin@hotmail.com

Dear Reader,

Stumbling blocks to Data Warehouse acceptance

You have just finished your first 'data warehouse' project and now you can relax for the first time in several months. For days you walk around in a haze. You have forgotten how to shop for groceries or get a haircut. Your dog doesn't recognize you. Ahhh but yet, life is

good...until; the first change request arrives early one morning at your desk.

How can this be? Everyone signed off and was extremely pleased with the results. The finance staff smiled when you passed their door. The

After remembering where you put the last full bottle of Maalox, you proceed to Marketing to meet with the Manager who signed the change request.

CIO even remembered your real name in the cafeteria.

What possibly could be the problem? You review the request with astonishment and horror. You vaguely remember creating a canned report with the exact information in this request.



Can't those ^%*()&\$ people read! Its no wonder sales are down.

Quickly you log into the system and go directly to the page where the canned reports are listed. There, plain as day is the report:

SxRxDNA01QII. The genius of your report naming convention is clearly apparent. What ever could be there problem down in Marketing? You say to yourself, the report Sales by Region by Department for North America for the Year 2001 Quarter 2 is clearly available.

After remembering where you put the last full bottle of Malox, you

(Continued on page 5)

 **DAMA MICHIGAN**
Chapter of DAMA International 

Board of Directors

President
JoAnne Gierman
MI Dept. of Transportation

Administrative Vice President
Rajiv R. Das
Accenture

Vice President - Marketing
Bill R. Hepburn
TRW

Vice President - Membership
John Mieczkowski
EDS

Vice President - Programs
Michelle Rymer - EDS
Yvette Biggs - GM

Treasurer
Sid Stoffer
EDS

Vice President
Online Communications
Jerry Stenbridge
EDS

Secretary
Nancy Dwyer

Vice President -Logistics
Stephen Boyle
Blue Cross Blue Shield Michigan

Summer 2002 Membership Report

By John Mieczkowski

Vice President of Membership

The former membership VP, Carl Gusé, has moved to Chicago, IL to pursue other career opportunities. We wish him well, but we also miss him dearly. Carl dedicated many hours to starting and building the Michigan DAMA chapter to what it is today.

My name is John Mieczkowski (pronounced Mitch-kuf-ski) and I have taken over Carl's position as VP of membership.

You can reach me though our web page: <http://www.dama-michigan.org/> (the suggestion box will go to me first). I welcome your suggestions or inquiries, and will do my best to respond promptly. You can also reach me via the Membership or Contact Us tabs on the DAMA Michigan web page.

Our membership drive for 2002

continues. Welcome to our newest corporate member, Michigan State University of East Lansing, MI. MSU joined in May with five new members added to our rolls. We now have 150 members up by 12 from January 2002.

If you work for one of our corporate sponsors (EDS, GM, iITs, MSU or USI) then you are entitled to free membership under your companies corporate sponsorship. However, most of our corporate members also have room for a few more names, so contact me and I will see about adding you to our roster. If your

company is not on our list then individual membership is only \$45.00 and you get a vote. If you have one or more coworkers interested, then I would be glad to help make the case for corporate membership with your assistance.

I welcome your comments or questions regarding DAMA Michigan membership.



Speaker Profile

William (Hal) Williford



William (Hal) Williford is the President of Paradigma Inc. a software consulting company specializing in the development of mission-critical, distributed com-

ponent based software. His company emphasizes applying a Unified Process based software best practices to include the use of The Unified Modeling Language (UML) as the sole deployment notation used by the entire development team from beginning business modeling to final deployment.

Hal was a consultant-employee for General Motors Acceptance Corporation in Detroit, MI and performed a multitude of roles to include software architect, Rational Unified Process mentor, data architect and system analyst.

Prior to joining GMAC, Hal was a Database Design Engineer with Proxicom (now called Dimension Data). Hal designed the Vehicle Incentive Number Lookup Database and helped developers optimize Structured Query Language (SQL) code.

Larry English—September 10

(Continued from page 1)

Foods, Dow Chemical, Eastman Kodak, Eli Lilly, the FDIC, Hewlett-Packard, The Hartford, IBM, L. L. Bean, NTT DATA, Optical Fibres, Sprint, Telenor, UNUM Life Insurance Co., the U.S. Navy, Western Health Alliance and Weyerhaeuser.

Hal was a senior consultant with Ciber Inc. prior to joining Proxicom and was responsible for the conceptual, logical and physical designs of several relational databases and data marts.

Hal started his consulting life with INS Inc. where he occupied multiple roles to include data modeler, data analyst, development team lead and configuration control manager.

Hal served in the United States Air Force from 1973 to 1995 where he had the opportunity to travel and develop critical technical skills which would be invaluable to him as a consultant.

Hal was born in Miami, Florida and resides in Parkland, Florida.

Speaker Profile

Frank Pursel

Frank Pursel is a Sr. Manager for PWC Consulting in the Energy iAnalytics practice where his focus is primarily on the management of large performance management oriented projects. Many of his recent projects have leveraged solutions from SAP including the Business Information Warehouse (BW) and Strategic Enterprise Management (SEM) products.

Frank has been in information systems for over 20 years and has worked in several industries and application areas as well including HR, CRM, Financial Applications and Project Accounting and Tracking applications.

A frequent keynote speaker, Mr. English writes the monthly "Plain English on Data Quality" column for *DM Review*, and is the author of the highly acclaimed *Improving Data Warehouse and Business Information Quality*, now available in Japanese, and numerous articles for publications in the US and Europe.

DAMA Michigan

Chapter Membership Information Contact

John Mieczkowski

V P Membership

(248) 874-4058

John.Mieczkowski@eds.com



DAMA MICHIGAN
Bits & Bytes



8 Very Good Reasons To Join DAMA Michigan?

1. Professional Programs
2. Professional Networking
3. Education Programs
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 John Mieczkowski
at 248-874-4058
or

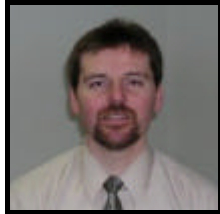
www.dama-michigan.org

Jeff Davey - Manager, Integrated Engineering Toolset - Siemens Dematic to Open Dama Michigan Conference

Jeff Davey will open the September 10 DAMA Conference with his program of practical solutions.

Over the past 15+ years Jeff has gained experience across multiple industries, including Manufacturing, High Technology, Distribution, and Retail. He has led large scale design efforts from concept through to implementation, worked with both OLTP, Data Warehouse and Decision Support design models in both custom built and purchased package environments.

Jeff has specialized skills in working with several ERP systems, Product Data Management systems, as well as a variety of Software Engineering



(CASE) and Information Access and Analysis tools. Jeff is very active in the Data Management community through involvement with the International Data Management Association (DAMA) and has served in various board positions with the DAMA Chicago organization, including Programs, On-line Services and President. Prior to joining Siemens, Jeff spent 3 years as a consultant/partner in a local Grand Rapids company.

Siemens Dematic is the worlds leading supplier of Material Handling Automation equipment. The various business units serve the Distribution Warehousing industry, Airline Cargo and Baggage Handling and Postal Sortation and Automation.

Point of View

(Continued from page 3)

proceed to Marketing to meet with the Manager who signed the change request. You begin to perspire and your breathing is rapid and shallow. You remember the ‘flight or fight’ unconditioned response from Psychology 101. You are glad you renewed your NRA membership. You are ready for action.

Upon arriving, the manager simply states, he easily found the list of available canned reports, but he couldn’t remember what the report he designed was named. No, he doesn’t have his user manual with the report description (meta data), the explanation of the naming convention or the sample reports. He thinks it may be in his garage underneath his new set of golf clubs. He is not too sure. However, he is leaving early today to play in the company golf league and he will check for it then.

After a brief thanks for a quick response, you slowly return to your desk. Oh no! Two more change requests!!!!

Dear reader, I am not making this up. This actually happened to a well-known international company in Western Michigan. Be aware: **reports are considered unavailable if the end user can’t find them.** Even worse, the manager complained to everyone in his department before you could respond. Timing is everything.

There are a couple of simple concepts that could help in this situation.

1. If the end user comes in contact with it, give it a ‘plain English name’. Use synonyms if technical requirements interfere with plain English names. We

use synonyms for column and table names, why not for business definitions? The IT support community is happy and the business community is happy. Nirvana at last.

2. If you want the end user to use it, put it where they can find it. As you may have noticed, the manger did at least acknowledge the existence of the Meta Data, but it was not convenient for his immediate use. End users are even less interested in your theory on directory naming conventions.

The next biggest problem with acceptance of the Data Warehouse is response time. Don’t be fooled by the response times recorded during construction and testing. The only response time that is important is what the end-users deal with. For response times, the biggest opportunity for improvement is an appro-



priate data model.

For the end user, a star schema (data mart) encompassing a single subject area perform the best, i.e., Marketing or Finance, *NOT* Marketing and Finance. It is not advisable to mix and match subject areas in a single mart. Keep it simple.

(Continued on page 6)

**By
Vernon Hoffner**

Contact:
hoffner@itu.edu



A funny thing happened on my way to my computer this afternoon. I stopped at the mailbox to pick up the mail. Interesting! What did I find but an example of poor data quality. In the mailbox were two pieces of advertising, from the same

company, with the same promotional offer, addressed to my wife of 36 years. The first piece was addressed to her using her married name, as would be expected. However, the second was addressed to her using a portion of her maiden name. The last letter of her maiden name was missing, but the address was correct. As far as I know, my wife has not used her maiden name in over 36 years. On what mailing list does the second piece of information reside?

The example above is just one instance of the data problems that we all experience, and it is just one of the several that I have experienced in just the last week. The Data Warehousing Institute (TDWI) estimates that poor customer data costs U.S. businesses \$611 billion a year in postage, printing, and staff overhead (Eckerson, p. 5). Unfortunately, there are more costs to businesses than just the delivery of their

(Continued on page 7)

Point Of View

(Continued from page 5)

Avoid snowflakes if possible, they complicate matters and may confuse the end user. I would prefer redundant data any day. Remember memory is cheaper than buying additional bandwidth. Please notice I did not suggest using a multi-dimensional database engine for a star schema. Star schemas perform very well in traditional relational DBMSs.

If the user really needs an Enterprise Data Warehouse (EDW) to do ad hoc reporting across the whole company, then I would suggest a traditional third normal form data model. This style of warehouse could be used to feed the data marts.

For almost real-time operational data for reporting, I would suggest getting a feed from the legacy system. Accept the existing data model because it is what this end user is familiar with. Load it onto a dedicated box separate from operations and allow the end users to access this copy. It could be the same box where the data warehouse and related data marts reside. The operational data could be used to feed the EDW. If this is beginning to look like an 'architecture', it is

and it works.

To review, if the end user comes in contact with a report or anything else, give it a plain English name. Further, make sure they can find all items that they are expected use. Not only does this work but also it actually cost nothing if done at the appropriate stage of development.

All my comments in this issue could be summed up by the following statement, ***if your architecture, data models, delivery system, end user front ends and meta data are uncomplicated and straightforward, then they will perform better, require less maintenance, and be more useful to the end user.*** After all, isn't this what a Data Warehouses are all about?

Next issue: What is driving your Data Warehouse Architecture?



If you have an article you would like to submit for publication in Bits & Bytes or a web site to recommend please send it to:

Bill Hepburn—Editor:
Newsletter_editor@dama-michigan.org

Check Out the DAMA Michigan Web Site Links to:

Events

Data Management

Feature Articles

Membership

Contact Us

Members only Section

DAMA International

Bits & Bytes Newsletter

<http://www.dama-michigan.org>

For Web Site Information Contact:

Vice President -
Online Communications
Jerry E. Stembridge
EDS 248-265-6203
jerry.stembridge@eds.com

(Continued from page 6)

promotional materials. The quality of data deteriorates over time. It has been estimated that 2 percent of the records in a customer file become obsolete in one month because customers die, divorce, marry, and move. (Eckerson, p. 3)

Continuing with the above example, would you purchase a product or service from a company that cannot spell your name correctly? Maybe a very simple product that is easily measured to determine its effectiveness for its intended purpose might be purchased. However, a service or a product that requires high information content – probably never. I have experienced an example of one of the company’s systems that has problems, how many of their other systems also have problems?

I think we would all agree that the above situation is an example of poor data quality. But what is good quality data? Let’s take a look at a couple definitions of data quality. One definition of information quality is “Consistently meeting knowledge worker and end-customer expectations.” (English, p. 24) A knowledge worker is defined as anyone who utilizes the data to perform their job. This would include the inventory control clerk who counts, tracks, and monitors the status of a production materials inventory, and would include the executive who uses the data to decide on which vendors will be the source of various materials. Quality data is the basis of quality information for the source department that creates the data and utilizes it in the per-

formance of their operational duties to support operational efficiency and effectiveness. But quality data is also data that can be used by a variety of other staff and managers to support operational, tactical and strategic decision making.

A second data quality definition is:

Data are of high quality if they are fit for their intended uses in operations, decision making, and planning. Data are fit for use if they are free of defects and possess desired features. (Redman, p. 73)

This definition is more explicit in defining the end-customers of the data and the ways the data will be used. Also, there is an expectation that many people will be using the data for a number of different purposes. In addition, there are no flaws, imperfections, or deficiencies in the data and it has all of the ingredients, parts or attributes that are needed in all of the possible uses of the data.

I claimed that the starting example is an example of poor data quality. If that is true, then it should fail to fit the definitions of data quality that are provided. Is there a satisfaction of end user expectations? The advertisement did reach a potential customer, so it satisfies an expectation of the marketing department. However, it may have created dissatisfaction in the end-customer with an incorrectly spelled and inappropriate last name, and as a result it has the opposite impact on the potential customer than the desired impact. The data has defects, there are duplicate entries in the database for a potential

customer. I would assume that there is an expectation of minimizing the cost of reaching a given number of customers. Management could be disappointed in the cost of the marketing campaign because of the unnecessary production, postage and handling costs of the duplicate potential customer record. There are flaws in the data beyond just being duplicated. The potential customer was addressed with a name that hasn’t been used in decades, and in addition it was spelled incorrectly. Is this a way to attract future customers?

Many of us are involved with managing data, providing data that will be used to support decision making, and/or building data warehouses that will be the data source for analysis to support tactical and strategic decision making. How can we provide quality data for these purposes?

What do you think? Let me know at hoffner@ltu.edu.

References:

Wayne W. Eckerson, *Data Quality and the Bottom Line*, The Data Warehousing Institute, 2002. (Report available at www.dw-institute.com/dqreport.)

Larry P. English, *Improving Data Warehouse and Business Information Quality*, John Wiley & Sons, Inc., 1999.

Thomas C. Redman, *Data Quality: The Field Guide*, Digital Press, 2001.

Dr. Vernon Hoffner is Professor of Information Systems in the College of Management at Lawrence Technological University.

Coming Events

Meeting Date	Meeting Time	Guest Speaker	Topic	Location
Sept. 10 th	8:30 – 4:00	Larry English, INFORMATION IMPACT International, Inc. Jeff Davey, Siemens Dematic	Elevating the Role of Information Resource Management for Business Effectiveness. Meta Data Solutions	Holiday Inn West Lansing Conference Ctr 7501 W. Saginaw (I-96 exit 93) Saginaw Hwy
October		No Meeting.		
Nov. 12 th	5:30 – 8:30	William H. Williford Frank Pursel	Unified Modeling Language Data Management	TBD

September 10, 2002 DAMA Michigan Conference Agenda

Morning

Afternoon

8:30-9:00—Registration / Continental Breakfast

9:00-10:30 - "Building Useful Metadata Solutions" -Jeff Davey

10:30-11:30 -Data Quality -DataFlux

11:30-1:00—Lunch

1:00-3:00—"Elevating the Role of Information Resource Management for Business Effectiveness" -Larry English

3:00-3:30—Book signing -Larry English

3:30-4:00—DataFlux product demonstration

DAMA Michigan *Bit & Bytes* is Looking for a Few Good Contributing Writers

If you have something to say and a talent for saying it, please contact the editor of Bits & Bytes. In our continuing effort to provide our readers with informative, educational and entertaining material we would welcome your contribution to our publication. The work doesn't pay much but we'll put your name in 10 point bold at the beginning of your article.

Looking forward to hearing from you.

Ed

BIZARRO By Dan Piraro

...and here's a chart that shows what you might see if you looked at a mountain range through a tennis racket.

