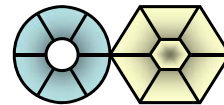




DAMA International's Data Management Body of Knowledge (DAMA-DMBOK®)

*NASCIO Annual Conference
Austin, Texas – October, 26th, 2009*

Andres Perez
*VP of Operations
DAMA International*



October 26, 2009

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1



Andres Perez
VP of Operations, DAMA International



Andres Perez is an Information Resource Management Consultant based in San Antonio, Texas. Mr. Pérez specializes in information resource management and information quality management.

Mr. Perez provides consulting in the disciplines of:

- Program and Project Management.
- Information Quality Management (TIQM® Certified).
- Enterprise Information Resource Management (Information Governance, Stewardship, Administration, Metadata Repository and Management)
- Information Architecture (Enterprise Information Planning, Design, Standardization, Profiling, Reverse Engineering, Movement, and Integration)
- Information Integrity audits (COBIT), Analytical Solutions (Business Intelligence, Data Warehousing, ODS, Data Marts), Customer Relationship Management and other Large Operational Solutions (OLTP)

He conceived and implemented an information management program called "Data Certification."

Mr. Pérez is a well known speaker at data management and information quality conferences in the US and Europe including DAMA International, Information Quality, ZIFA (Zachman Institute for Framework Advancement) and IAA (Insurance Application Architecture). His presentations encompass information resource management, information stewardship, information quality management, and enterprise information architecture.

He is the VP of Operations for DAMA International, past member of the Board of Directors for IAIDQ, past President of Heart of Texas DAMA Chapter, past member of the IAA Board of Directors, and past member of the Object Management Group.

Mr. Perez is a certified TIQM® consultant and has a BS in Mechanical Engineering and Business Administration from the Universidad Autónoma de Nuevo León; Monterrey, México.

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October 26, 2009

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2



Agenda

- ❑ **Data / Information Management**
 - Background
 - Value Proposition
- ❑ **DAMA International Overview**
 - Composition
 - Mission
- ❑ **DAMA-DMBOK® Guide Overview**
 - Goals
 - Description
- ❑ **Data Governance Framework**
- ❑ **Q&A**

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3



Information / Data Management

Data Resource Management (DRM) or Information Resource Management (IRM) is the application of sound management principles and practices to data/information as a strategic enterprise resource



Source: Larry P. English, *Improving Data Warehouse and Business Information Quality*

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4



Information / Data Management

- ❑ **Includes the discipline of:**
 - Information & Data Resource Management (managing information & data as a resource)
 - Information & Data Quality Management (managing information & data as a product)
- ❑ **Value Proposition:**
 - Organizations incur costs when they develop capacity to have information (e.g., develop databases & applications, acquire, store, maintain and purge information)
 - Organizations derive value when they apply information to achieve business goals (e.g., service a customer, close a sale, price a product)
- ❑ **DAMA International provides networking and education to professionals in these disciplines so they can become valuable resources to their organizations**

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5




IRM / DRM Requires

- ❑ **Principles for the proper management of information/ data**
- ❑ **Processes to plan and develop information / data production capacity including the planning and deployment of enterprise strength databases**
- ❑ **Roles and responsibilities for the acquisition, application, operation, and use of information/data and related technologies**
- ❑ **Procedures and standards for the effective development and application of information / data**
- ❑ **Techniques for planning, developing, valuing, assessing and using the information / data resource across the enterprise**
- ❑ **Tools and systems for effective information & data management**


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6



DAMA International is ...



- Global**
- Member Focused**
- Professional**
- Not-For-Profit**
- Chapter Based**
- Vendor, Technology & Methodology Independent**

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DAMA International's Mission



To promote the understanding, development, and practice of managing Information and Data as critical enterprise resources

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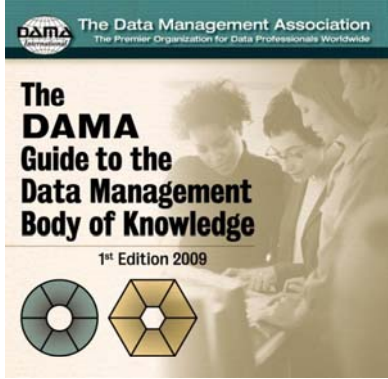


The DAMA-DMBOK® Guide

- ❑ **A Guide to the Data Management Body of Knowledge (DAMA-DMBOK®)**
 - Published by DAMA International
 - Sponsored by The DAMA Foundation
 - Written and edited by DAMA members
- ❑ **An integrated primer –A “definitive introduction”**
- ❑ **Modeled after other BOK documents:**
 - PMBOK (Project Management BOK)
 - SWEBOK (Software Engineering BOK)
 - CITBOK (Canadian IT BOK)

Related documents:


- ❑ Download the DAMA-DMBOK Framework for free (www.dama.org)
- ❑ Purchase the DAMA Dictionary of Data Management with 800 terms defined (www.amazon.com)



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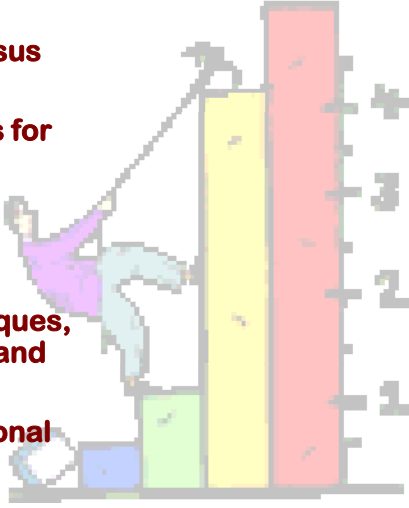
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9



DAMA-DMBOK® Guide Goals

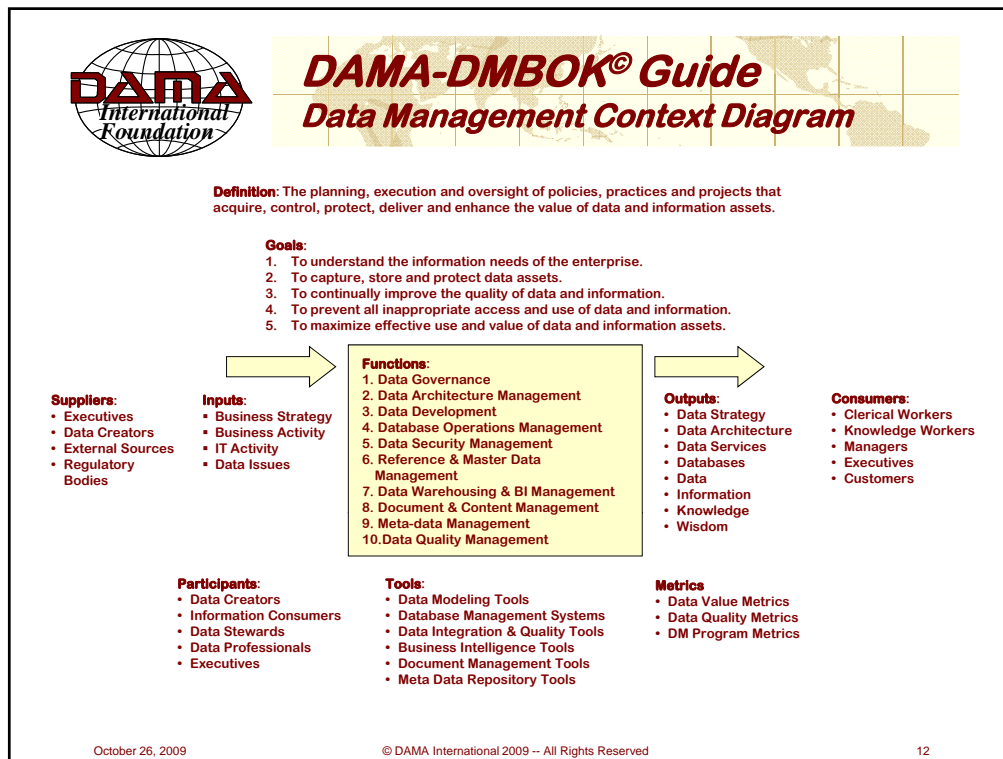
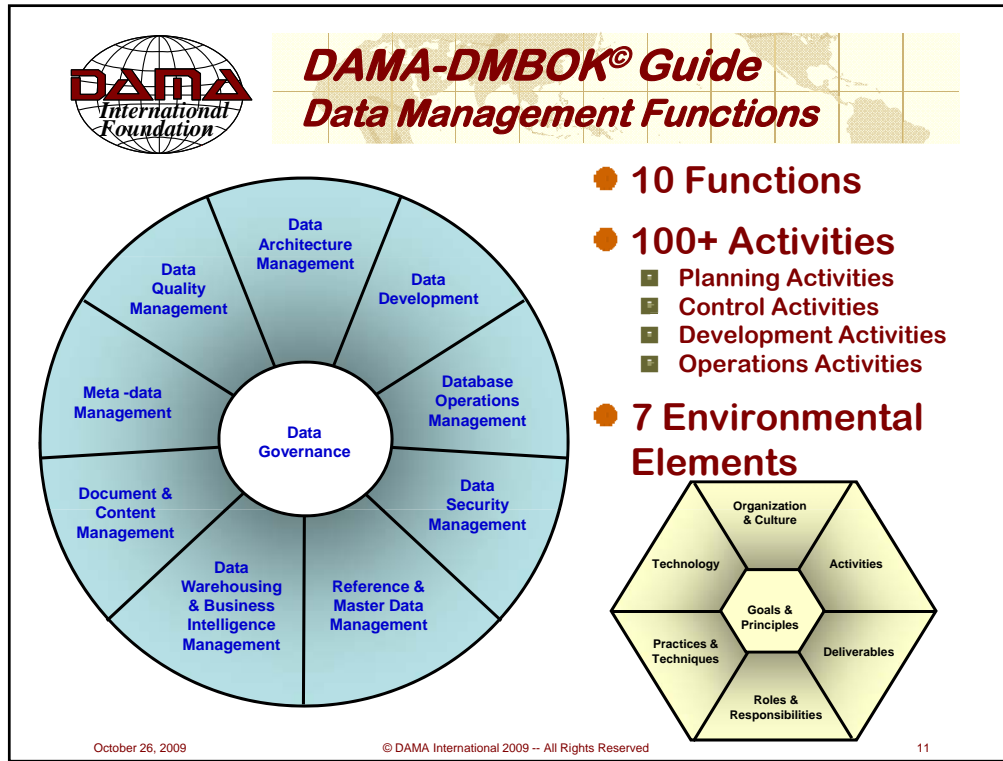
- ❑ To foster adoption of a consensus view of data management
- ❑ To provide standard definitions for data management terminology
- ❑ To begin to identify “guiding principles”
- ❑ To introduce widely adopted practices, methods and techniques, without reference to products and vendors
- ❑ To identify common organizational and cultural issues
- ❑ To guide readers to additional resources



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10





DAMA-DMBOK® Guide Data Governance (1/2)

- The exercise of authority and control (planning, monitoring, and enforcement) over the management of data assets. Data Governance is high-level planning and control over data management**
- Data Management Planning:**
 - Understand Strategic Enterprise Data Needs**
 - Develop and Maintain the Data Strategy**
 - Develop and Approve Data Policies, Standards, and Procedures**
 - Understand Data Resource Value and Costs**
 - Establish Data Governance and Stewardship Organizations**
 - Establish Data Professional Roles and Organizations**
 - Identify and Appoint Data Stewards**
 - Review and Approve Data Architecture**
 - Plan and Sponsor Data Management Projects and Services**

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13



DAMA-DMBOK® Guide Data Governance (2/2)

- Data Management Control:**
 - Monitor and Enforce Conformance with Data Policies, Standards and Architecture**
 - Monitor and Ensure Regulatory Compliance**
 - Manage and Resolve Data Related Issues**
 - Coordinate Data Governance Activities**
 - Communicate and Promote the Value of Data Assets**
 - Supervise Data Professional Organizations and Staff**
 - Oversee Data Management Projects and Services**

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14

