



## Introduction to MIKE2.0

An open approach to Information Management  
([www.openmethodology.org](http://www.openmethodology.org))

# What is MIKE2.0?

- MIKE2.0 is available to anyone just go to [www.openmethodology.org](http://www.openmethodology.org)
- MIKE2.0 is open source (Creative Commons) and completely free
- It is not software (with one exception)
- Whether a vendor or user, you can build on MIKE2.0
- MIKE2.0 is open source, not the vendors who use it
- It is in everyone's interest to use a common approach (make the pie bigger)
- Everyone should contribute to our unique profession

The screenshot shows the MIKE2.0 website interface. At the top, there is a logo consisting of a circle of colored dots next to the text "MIKE2.0". Below the logo is the tagline "THE OPEN SOURCE STANDARD FOR INFORMATION MANAGEMENT". A navigation bar contains links for "Home", "Wiki", "Blogs", and "Bookmarks". The main content area is divided into several sections: "Shortcuts" with links to "The 5 Phases of MIKE2", "Overall Task List", "SAFE Architecture", "Core Solution Offerings", and "Information Governance"; "Members" listing "MGA Platinum Members" such as "BearingPoint" and "Deloitte", with a note "To join, please contact us."; "Subscriptions" with checkboxes for "Featured articles", "Blog posts" (checked), and "Forum digests", and a "Submit" button; "Improve MIKE 2.0" with the text "Need somewhere to start? How about the most wanted pages; or the pages we know need more work; or even the stub that somebody else has started,"; "Welcome" with the heading "Welcome to MIKE 2.0" and text "MIKE2.0 (Method for an Integrated Knowledge methodology for Enterprise Information Management) Information Development. The MIKE2.0 Methodology Framework." and "MIKE2.0 is a collaborative effort to help organisations today around compliance, lack of programmes and the high cost of technology"; a search box with the text "What is MIKE2.0? | Contribute to M feedback"; "Featured Article" with the text "The aim of this article is to present and analyse the author and perhaps the wider agile community business organisation into a more agile one a transformation is ref..."; "Read More"; and "Recent Activity" with tabs for "My Contribution" and "Site Activities".

# Key Concepts

## What is MIKE2.0?

- MIKE stands for Method for an Integrated Knowledge Environment
- MIKE2.0 is a comprehensive approach to Enterprise Information Management
- MIKE2.0 brings together important concepts around Open Source and Web 2.0MIKE2.0 is available at: <http://www.openmethodology.org>

## What is SAFE?

- SAFE stands for Strategic Architecture for the Federated Enterprise
- SAFE is the architecture framework for the MIKE2.0 Methodology

## What is Information Development?

- Information Development is the key conceptual construct for MIKE2.0
- We want people to think about developing information just as they think about developing applications

# What about DMBOK?

- DMBOK is a monumental work, bringing together the thinking of many leading IM practitioners
- The body of knowledge includes topics that are applied by MIKE2.0
- MIKE2.0 enhances and collaborates in a way that builds on these approaches over time
- Many of the techniques apply concepts developed over a number of years in MIKE2.0
- By and large, DMBOK builds-out techniques whereas MIKE2.0 describes the architectural framework and WBS



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## The DAMA Guide to The Data Management Body of Knowledge (DAMA-DMBOK Guide)

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First Edition

Mark Mosley, Editor - Development

Michael Brackett, Editor - Production

Susan Earley, Assistant Editor

Deborah Henderson, Project Sponsor



# Business Drivers

The era of ubiquitous technology has led to a new challenge - managing ubiquitous data. We now find that every client we work with has a major data challenge:

- Data quality is at the core of regulatory and customer pressures
- System failures are largely data not technology driven and can be mitigated by data rectification
- Better business intelligence is at the core almost every major business recommendation
- Data warehousing is now mainstream, not an afterthought, and is at the core of data convergence strategies
- A successful approach to IT transformation is data-dependent

**We believe meaningful, cost-effective Business and Technology change processes can only be achieved with a successful approach for Information Management that we call Information Development.**

# Who cares?



## CIOs

- **CIOs are faced with both sides of the business;** needs for growth and expansion and cost justification for each IT project.
- **Institutions are spending Millions each year on IT** but feel they have reached the limits that enable them to contain costs yet enable large-scale acquisitions.



## CFOs

- **In the post Sarbanes-Oxley environment** where CFOs are asked to sign off on financial statements, the quality of data and the systems that produce that data are being scrutinized now more than ever before.
- **Growth can only come with efficient architectures** and synergistic investments in technology.



## CROs

- **Risk compliance in financial institutions** has become more complicated by a number of regulations such as Basel II accord and USA Patriot act.
- **A siloed approach to compliance is no longer valid,** significant savings can be found in the pooling of initiatives around risk.

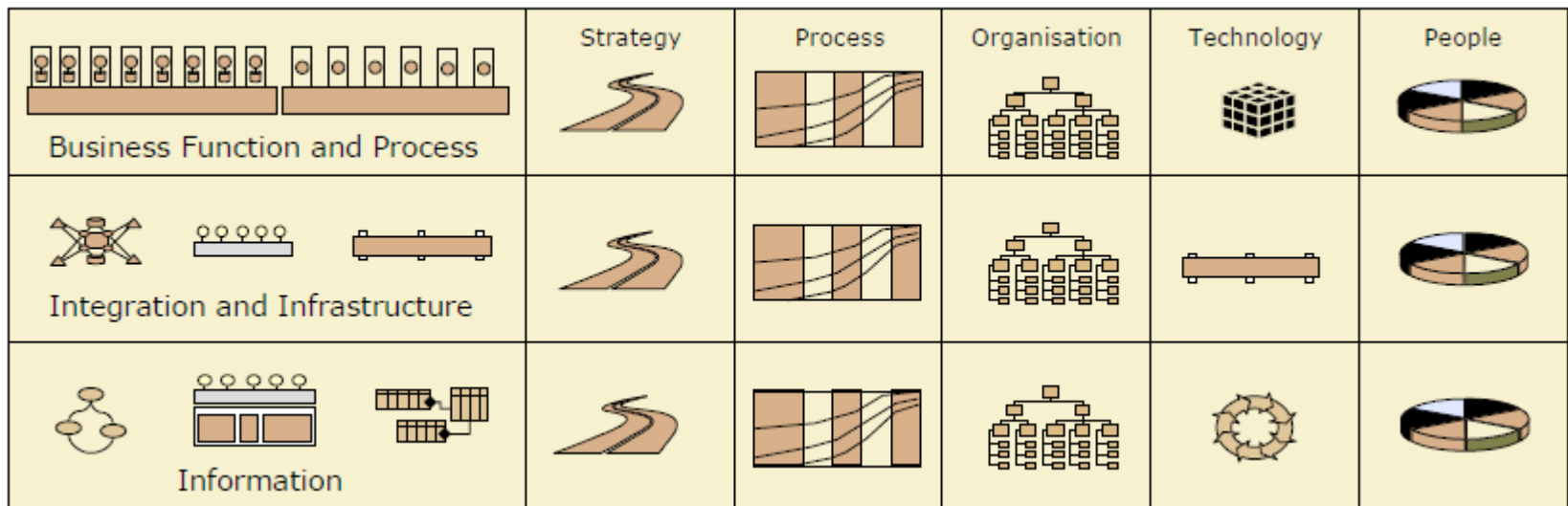


## CMOs

- **In an environment where CMOs are being asked to grow revenues** with less manpower than ever before, new regulations are getting in their way of being effective.
- **Privacy policies, and opt out policies are destroying pre existing databases** and making it hard to cross sell and up sell existing customers.
- **Quality data is best found from a centralized data warehouse** that contains every interaction with the customer as well as when and where it is appropriate to contact them.

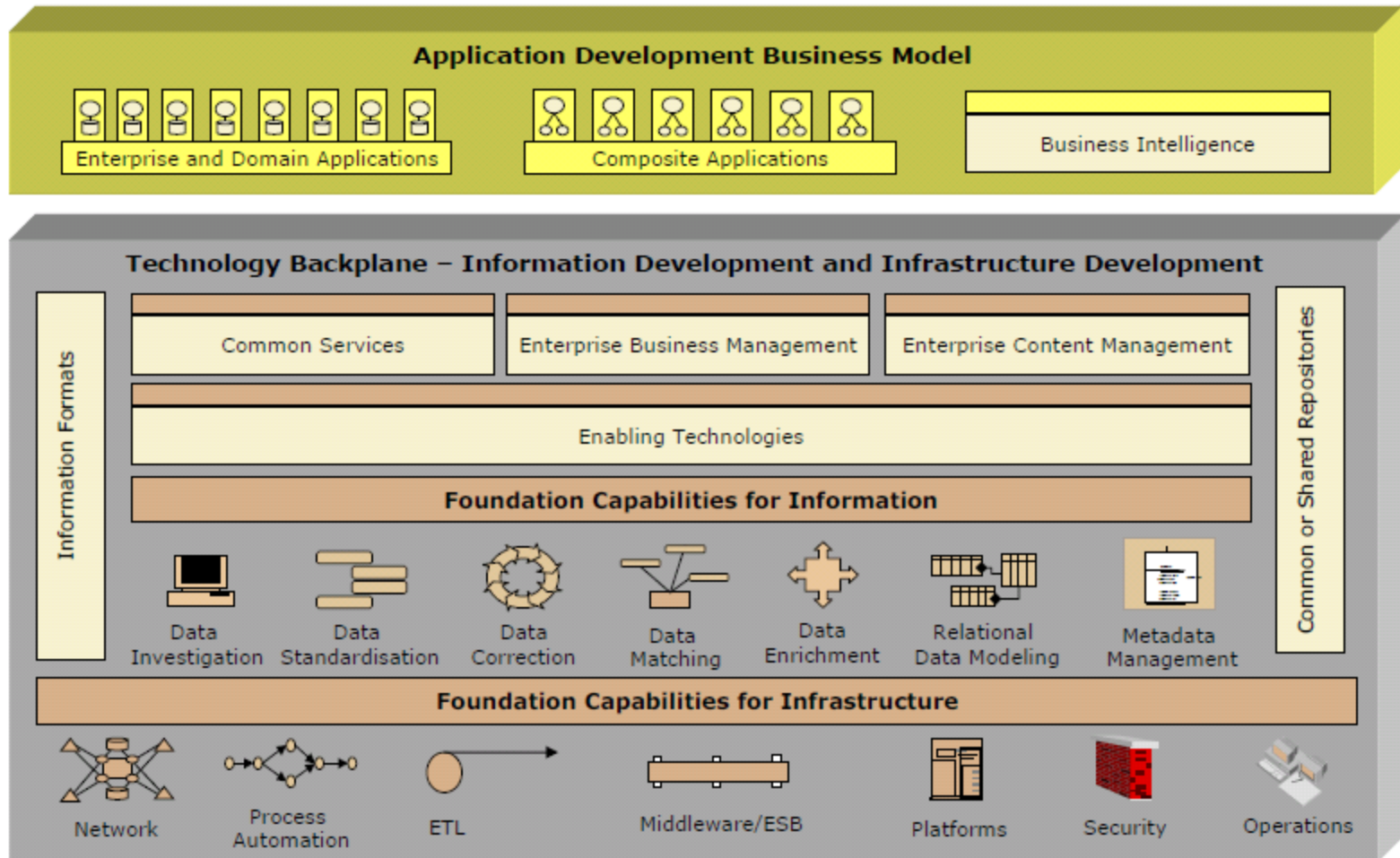
# Information Layer

In MIKE2.0, Information is as important as business functions/processes and integration. While obvious when laid out in this way, it is amazing how few projects are engineered around the information. This is despite increasing evidence that 100% of projects with poor information engineering practices are deemed to be a failure.



For more information see [http://mike2.openmethodology.org/wiki/SAFE\\_Architecture](http://mike2.openmethodology.org/wiki/SAFE_Architecture)

# Architecture blueprint



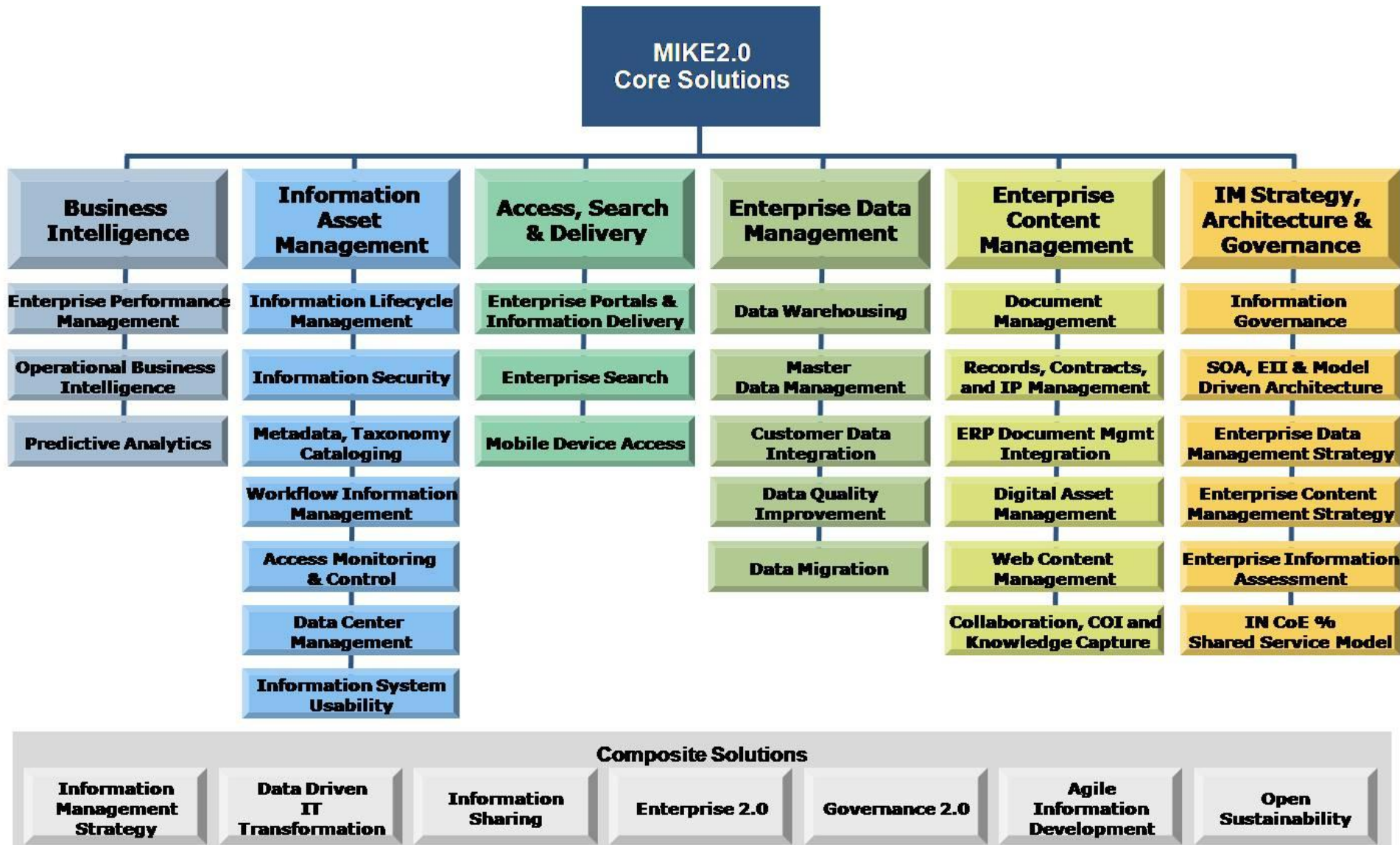
# What's in MIKE2.0?

MIKE2.0 is a delivery methodology for Enterprise Information Management projects. MIKE2.0 is a comprehensive methodology that can be applied across a number of different projects within the Information Management space, including those that apply to:

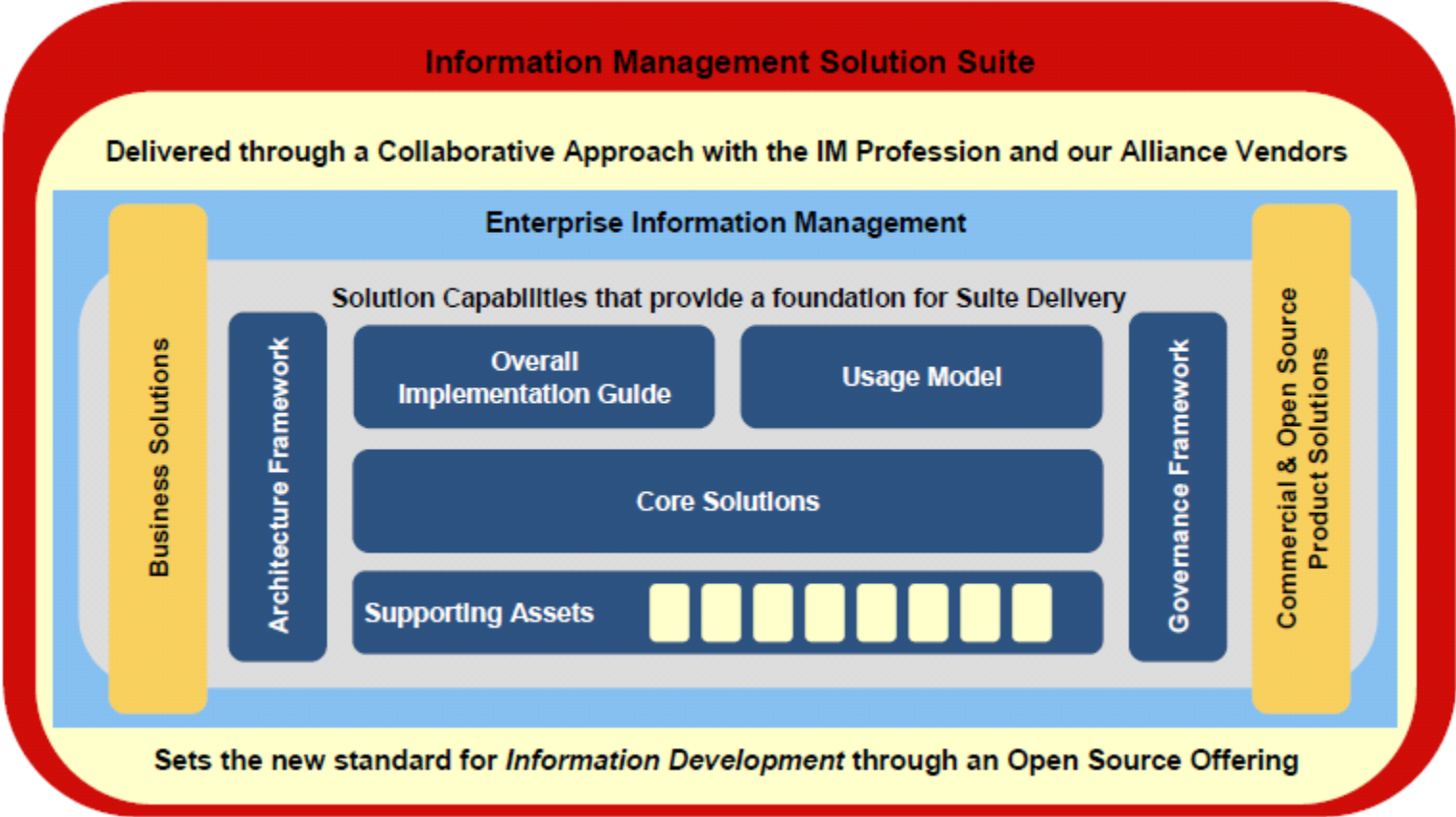
- Information Strategy & Governance
- Data Investigation and Re-Engineering
- Data Integration
- Data Migration
- Data Warehousing (traditional)
- Data Warehousing (real-time, services-oriented)
- Data Mart Consolidation
- Application-specific warehouses or migrations
- Master Data Management
- Data Convergence
- IT Transformation
- Enterprise Content Management

**MIKE2.0 has been built from the experiences of a number of projects around the world and with the input of many leaders in the area of Information Management.**

# What's in MIKE2.0



# Schematic view of MIKE2.0



# Welcome to MIKE2.0 – the home page (www.openmethodology.org)



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## Shortcuts

The 5 Phases of MIKE2  
Overall Task List  
SAFE Architecture  
Core Solution Offerings  
Information Governance

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## Improve MIKE 2.0

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## Welcome

### Welcome to MIKE 2.0

**MIKE2.0 (Method for an Integrated Knowledge Environment)** is an Open Source methodology for Enterprise Information Management that provides a framework for Information Development. The MIKE2.0 Methodology is part of the overall Open Methodology Framework.

**MIKE2.0 is a collaborative effort** to help organisations who have invested heavily in applications and infrastructures, but haven't focused on the data and information needs of the business. We believe this has resulted in many of the business problems faced by organisations today around compliance, lack of customer insight, failed transformation programmes and the high cost of technology systems.

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## Featured Article

The aim of this article is to present and analyse the main agile practices that, according to the author and perhaps the wider agile community, can be successfully used to transform a business organisation into a more agile one and hence make it more competitive. This transformation is ref...

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- Article: **The History of MIKE2.0** 1 hour 22 minutes ago.
- Article: **Information Maturity QuickScan Deliverable Template** 16 hours 5 minutes ago.
- Blog: **Information Management QuickScan** 16 hours 9 minutes ago.
- Article: **QuickScan MS Office survey** 16 hours 10 minutes ago.
- Article: **Information Maturity QuickScan** 16 hours 10 minutes ago.
- Forum topic: **Re: Comparative Analysis** 3 days ago.
- Forum topic: **Re: Information Maturity QuickScan** 3 days ago.
- Article: **Information Maturity QuickScan** 3 days ago.
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## Featured Contributor

Information | Contribution | Recent | Skills | Notes



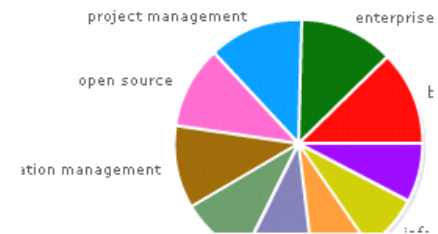
User Name **Mkbergman**  
Real Name **Mike Bergman**  
Registered on **2009-12-16**  
Last visited on **2010-03-25**  
About me **Mike has been happily married to a university prof.... More**

MIKE2.0 Methodology has many contributors. [Learn more](#)

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# A good place to start is the Wiki



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## MIKE2.0 Methodology

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### Starting Out

- [What is MIKE2.0?](#)
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### Getting Involved

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### Feedback

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## Find Information Management Strategies and Solutions

There are currently 766 articles and 2,218 people signed-up to contribute their knowledge and experience. Try one of the following sections to get started or [explore](#) to find content on specific information management subjects.

### Overall Implementation Guide

The Implementation Guide provides a common competency for Information Management that is used to bring together all the knowledge within MIKE2.0.

- [Content Relationships](#)
- [The 5 Phases of MIKE2.0](#)
- [Overall Task List](#)
- [Usage Model](#)

### MIKE2.0 Solutions

The MIKE2.0 Solutions address specific information management problems.

- [Core Solution Offerings](#)
- [Composite Solution Offerings](#)
- [Business Solution Offerings](#)
- [Product Solution Offerings](#)
- [SAFE Architecture](#)
- [Governance Model](#)
- [Open Source Solution Offerings](#)

### Supporting Assets

Don't re-invent the wheel. Directly use supporting assets to get greater business intelligence.

- [Tools and Technique Papers](#)
- [Deliverable Templates](#)
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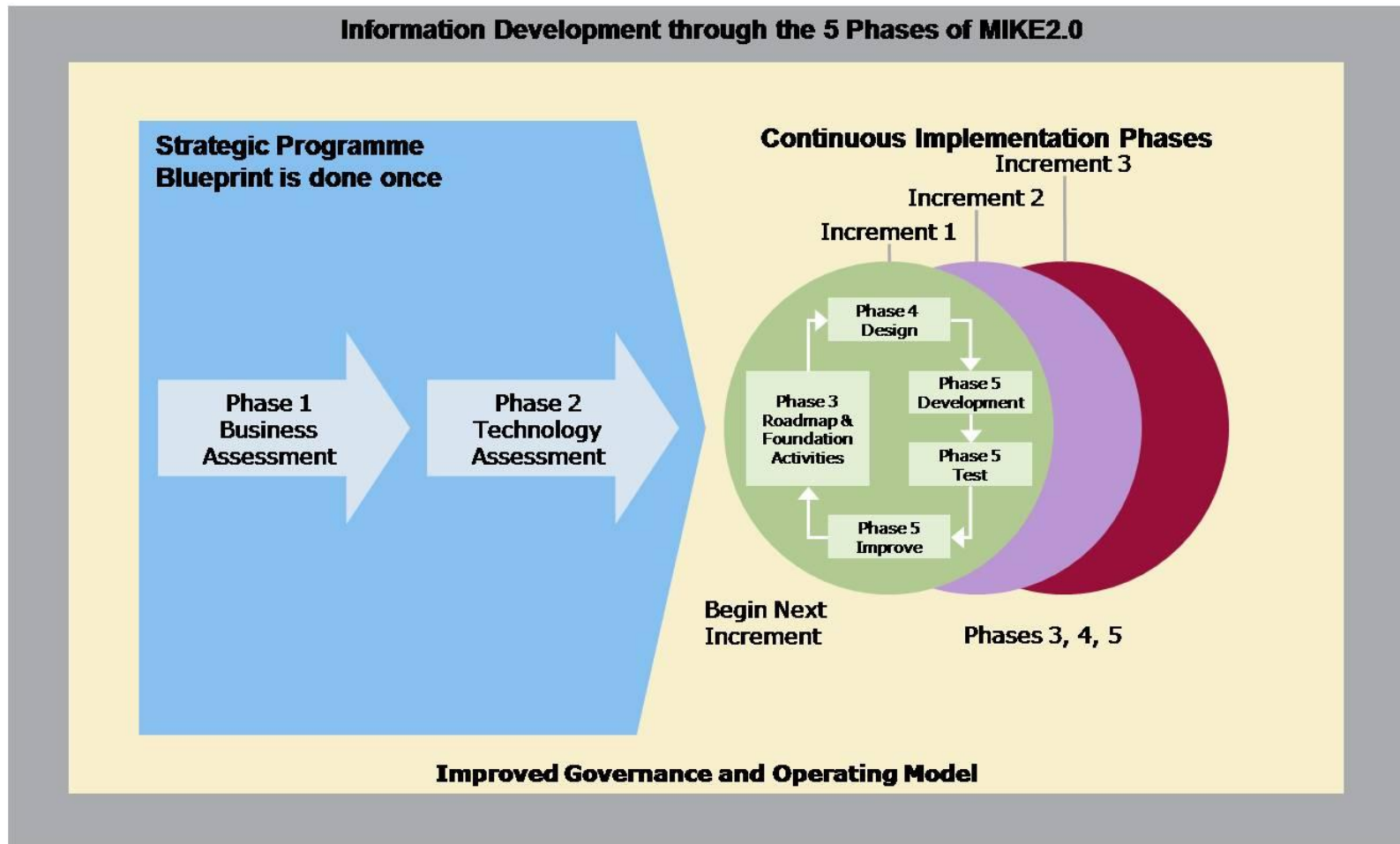
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Total Score:77

# Phases of MIKE2.0

Clicking on “5 phases of MIKE2.0” takes you to an introduction to the WBS, a good primer before launching into the “usage model”.



# A typical usage model

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+ Add Portlet

The rows down the left-hand side show the Activities of the Overall Implementation Guide. Columns are represented by typical projects to which the MIKE2.0 Methodology is applied. Clicking on the project users to appropriate MIKE2.0 Solutions that can also be used for these types of projects.

MIKE2.0 Methodology Usage Model						
Phases Activites and Tasks	Typical Projects where MIKE2.0 can be applied					
	Tactical DQA and Cleansing	Data Quality Improvement	Departmental Data Migration	Enterprise Master Data Management	Enterprise Customer Data Integration	Enterprise Data Warehouse
<b>Phase 1 - Business Assessment and Strategy Definition Blueprint</b>						
Activity 1.1 Strategic Mobilisation						
Activity 1.2 Enterprise Information Management Awareness						
Activity 1.3 Overall Business Strategy for Information Development						
Activity 1.4 Organisational QuickScan for Information Development						
Activity 1.5 Future State Vision for Information Management						
Activity 1.6 Data Governance Sponsorship and Scope						
Activity 1.7 Initial Data Governance Organisation						
Activity 1.8 ROI of						

# With each subject fleshed out in full

- 1 Introduction
  - 1.1 Executive Summary
    - 1.1.1 Data Quality issues are Hidden and Persistent
    - 1.1.2 Data Quality is Fit for Purpose
    - 1.1.3 A Data Investigation programme is a key aspect to getting started
    - 1.1.4 Governance is needed to Prevent Quality Issues
  - 1.2 Solution Offering Purpose
  - 1.3 Solution Offering Relationship Overview
- 2 Solution Offering Definition
- 3 Relationship to Solution Capabilities
  - 3.1 Relationship to Enterprise Views
  - 3.2 Mapping to the Information Governance Framework
    - 3.2.1 Measuring Data Quality
  - 3.3 Mapping to the SAFE Architecture Framework
  - 3.4 Mapping to the Overall Implementation Guide
    - 3.4.1 Business Assessment and Strategy Definition Blueprint (Phase 2)
      - 3.4.1.1 Organisational QuickScan
      - 3.4.1.2 Data Governance Sponsorship and Scope
      - 3.4.1.3 Initial Data Governance Organisation
    - 3.4.2 Technology Assessment and Selection Blueprint (Phase 2)
      - 3.4.2.1 Data Policies
      - 3.4.2.2 Data Standards
    - 3.4.3 Roadmap and Foundation Activities (Phase 3)
      - 3.4.3.1 Information Management Roadmap Overview
      - 3.4.3.2 Software Development Readiness
      - 3.4.3.3 Business Scope for Improved Data Governance
      - 3.4.3.4 Enterprise Information Architecture
      - 3.4.3.5 Root Cause Analysis of Data Governance Issues
      - 3.4.3.6 Data Governance Metrics
      - 3.4.3.7 Data Profiling
      - 3.4.3.8 Data Re-Engineering
    - 3.4.4 Develop, Test, Deploy and Improve Activities (Phase 5)
      - 3.4.4.1 Continuous Improvement – Compliance Auditing
      - 3.4.4.2 Continuous Improvement – Standards, Policies and Processes
      - 3.4.4.3 Continuous Improvement – Data Quality
    - 3.4.5 Other Activities
  - 3.5 Mapping to Supporting Assets
    - 3.5.1 Tools and Technique Papers

## Introduction

[edit]

The **Data Quality Improvement Solution Offering** provides an approach for addressing Data Quality issues across a number of dimensions, such as data accuracy, integrity and completeness. The focus of this Solution Offering is around quantitatively understanding data quality issues and addressing these issues through a systematic re-engineering process. Attaining Data Quality Improvement involves preventing these issues from occurring in the first place and this offering works in conjunction with the Information Governance Solution Offering to provide a more comprehensive approach to solving this complex problem.

The Executive Overview on Data Quality Improvement provides an introductory presentation on this Solution Offering.

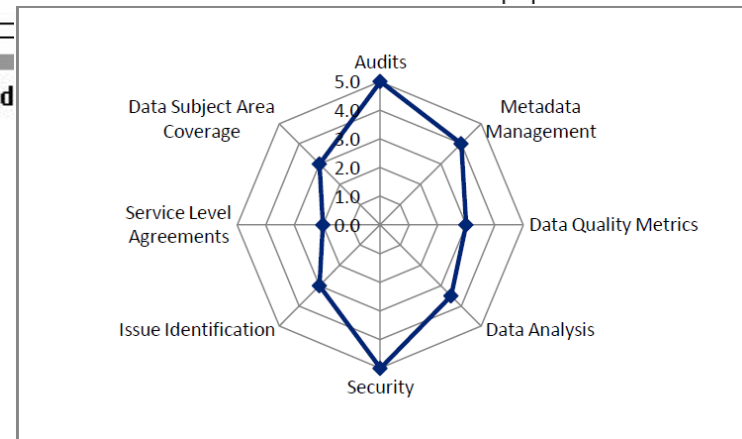
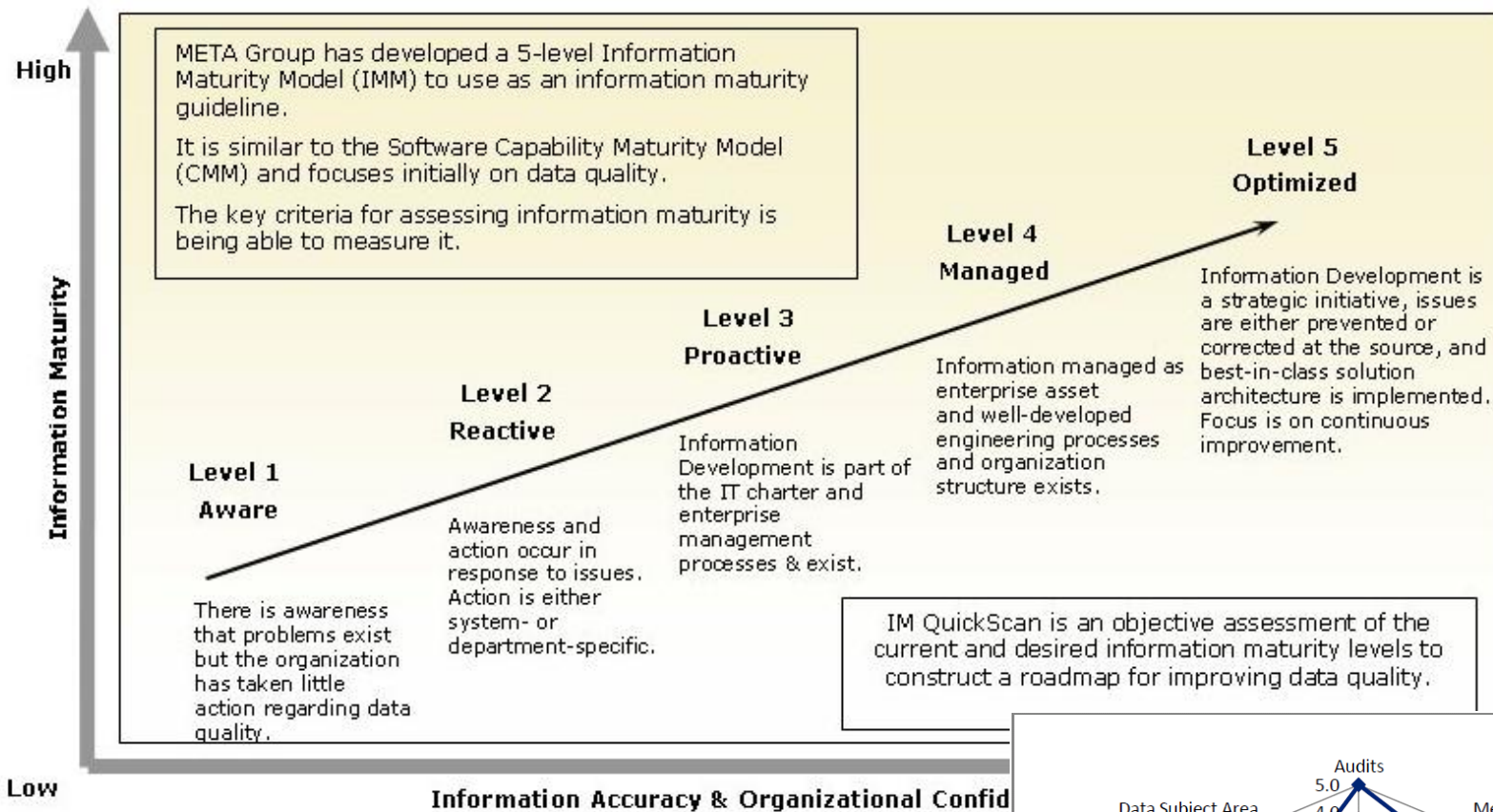
## Executive Summary

[edit]

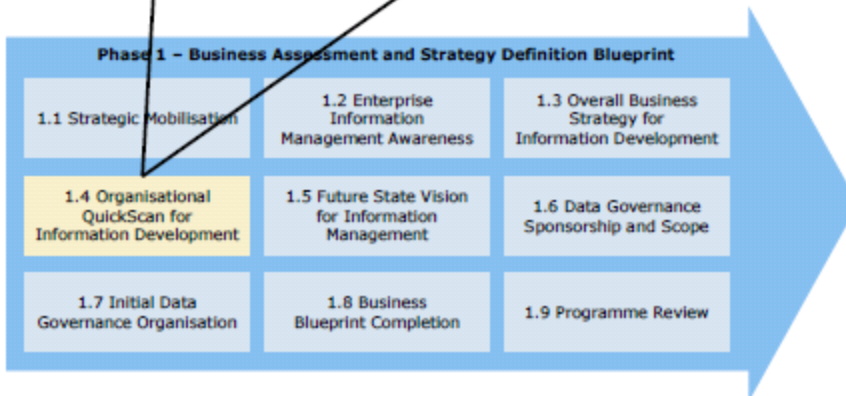
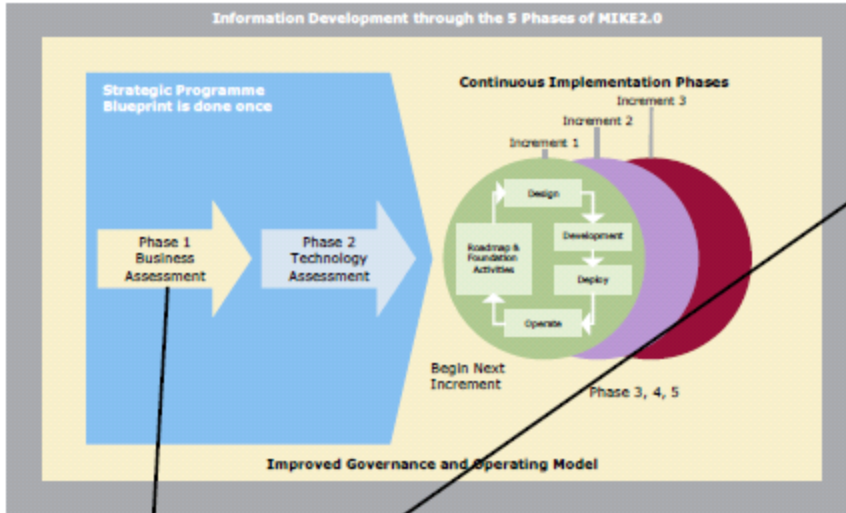
The most progressive businesses regard information as much of an enterprise asset as financial and material assets. Having the right approach to information management will enable optimal strategic and operational decisions, for which having accurate, timely and complete information is essential. It will also facilitate flexibility for the future: as application packages come and go and integration technologies change, the data largely stays the same. Therefore, an organisation's approach to information management is critical to its success. In terms of defining a successful strategy in this area, consider some of the statistics:

MIKE2.0 Solutions
<i>Core Solution Groups</i>
<ul style="list-style-type: none"><li>• Business Intelligence and Performance Management</li><li>• Information Asset Management</li><li>• Access, Search and Content Delivery</li><li>• Enterprise Data Management</li><li>• Enterprise Content Management</li><li>• Information Strategy, Architecture and Governance</li></ul>
<i>Enterprise Data Management Solutions</i>
<ul style="list-style-type: none"><li>• Data Warehousing</li><li>• Reference and Master Data Management</li><li>• Customer Data Integration</li><li>• <b>Data Quality Improvement</b></li><li>• Data Migration</li></ul>

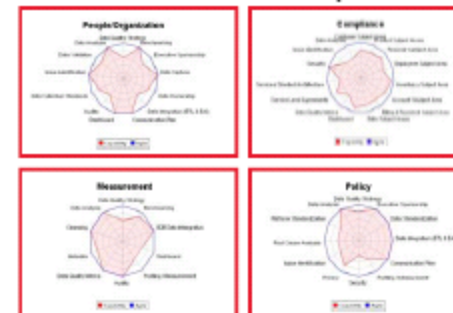
# Information Maturity Assessment (IM QuickScan)



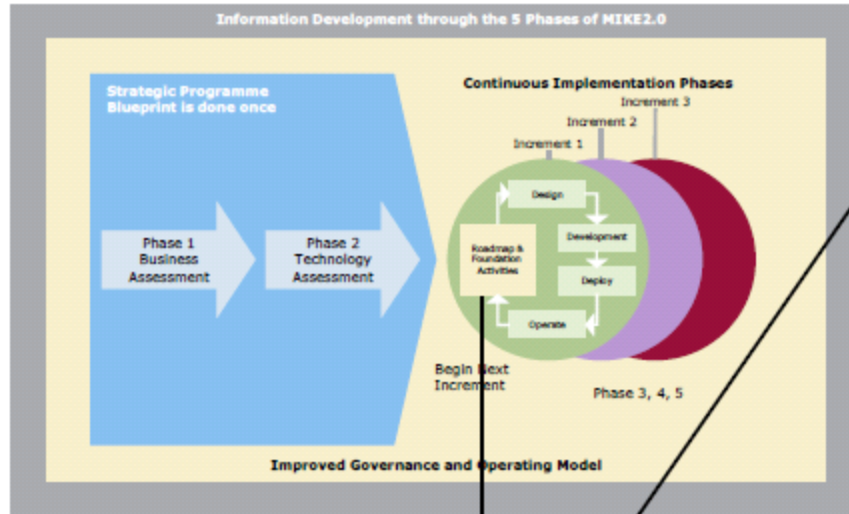
# For example: Data Quality



Activity 1.4 Organizational QuickScan for Information Development	Responsible	Status
1.4.1 Assess Current-State Application Portfolio		
1.4.2 Assess Information Maturity		
1.4.3 Assess Economic Value of Information		
1.4.4 Assess Infrastructure Maturity		
1.4.5 Assess Key Current-State Information Processes		
1.4.6 Define Current-State Conceptual Architecture		
1.4.7 Assess Current-State People Skills		
1.4.8 Assess Current-State Organizational Structure		
1.4.9 Assemble Findings on People, Organization and its Capabilities		



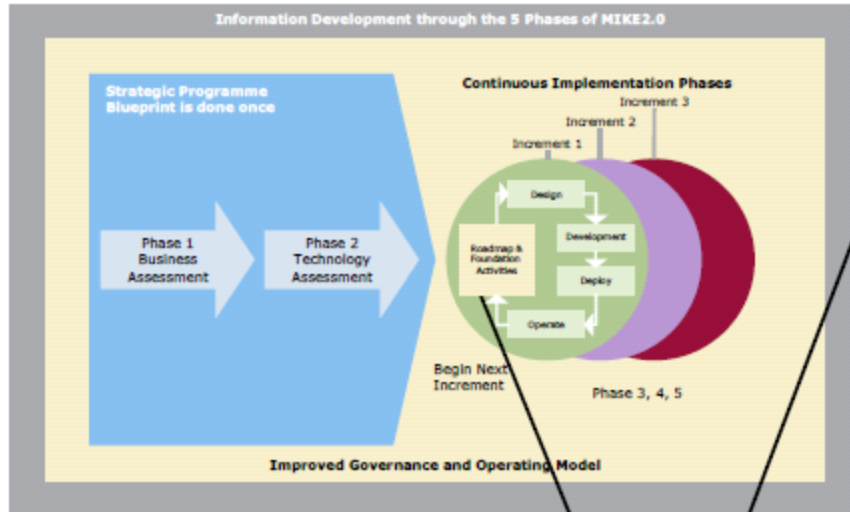
# For example: Data Quality



Activity 3.11 Data Profiling
Task 3.11.1 Prepare for Assessment
Task 3.11.2 Perform Column Profiling
Task 3.11.3 Perform Table Profiling
Task 3.11.4 Perform Multi-Table Profiling
Task 3.11.5 Finalize Data Quality Report

Phase 3 – Information Management Roadmap and Foundation Activities			
3.1 Information Management Roadmap Overview	3.2 Testing and Deployment Plan	3.3 Software Development Readiness	3.4 Detailed Release Requirements
3.5 Business Scope for Improved Data Governance	3.6 Enterprise Information Architecture	3.7 Root Cause Analysis on Data Governance Issues	3.8 Data Governance Metrics
3.9 Database Design	3.10 Message Modeling	3.11 Data Profiling	3.12 Data Re-Engineering
3.13 Business Intelligence Initial Design and Prototype	3.14 Solution Architecture Definition/Revision		

# For example: Data Quality



Activity 3.12 Data Re-Engineering
Task 3.12.1 Prepare for Re-Engineering
Task 3.12.2 Perform Data Standardisation
Task 3.12.3 Perform Data Correction
Task 3.12.4 Perform Data Matching and Consolidation
Task 3.12.5 Perform Data Enrichment
Task 3.12.6 Finalize Business Summary of Data Quality Impacts

Phase 3 - Information Management Roadmap and Foundation Activities

3.1 Information Management Roadmap Overview	3.2 Testing and Deployment Plan	3.3 Software Development Readiness	3.4 Detailed Release Requirements
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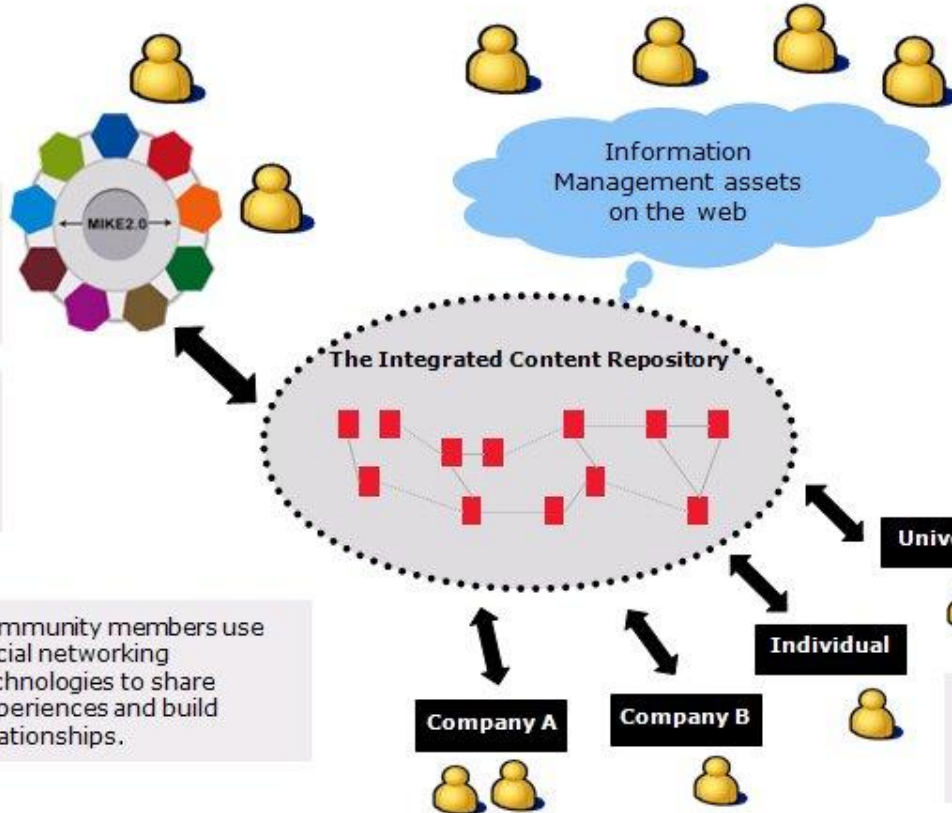
## Web 2.0

MIKE2.0 provides a common competency for information management, it's a single standard that is open to anyone.

MIKE2.0 is housed within an open methodology framework that balances stability with innovation.



Community members use social networking technologies to share experiences and build relationships.



The best assets are identified through a collective intelligence approach to asset rating and social bookmarking to link to the MIKE2.0 standard.

## Enterprise 2.0



Download the open source **omCollab** product for **Enterprise 2.0** to integrated to MIKE2.0 and build your own collaborative environment.

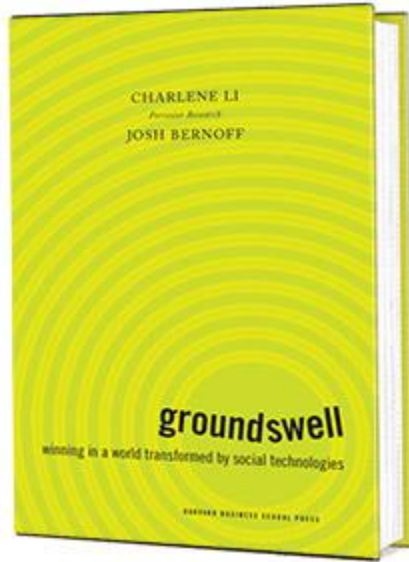
Each company sets up its own collaboration environment which securely holds in own content, linked to MIKE2.0

## Next steps

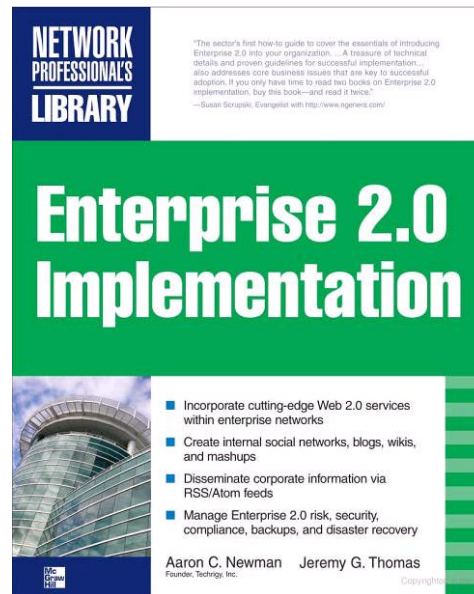
- Go to [www.openmethodology.org](http://www.openmethodology.org)
- Read and comment on the blogs
- Participate in the forums and ask questions
- Explore the usage models
- Apply the SAFE architecture
- Contribute to the community
- Use the WBS in your projects, and insist your vendors do as well!

# Further reading (apart from [www.openmethodology.org](http://www.openmethodology.org))

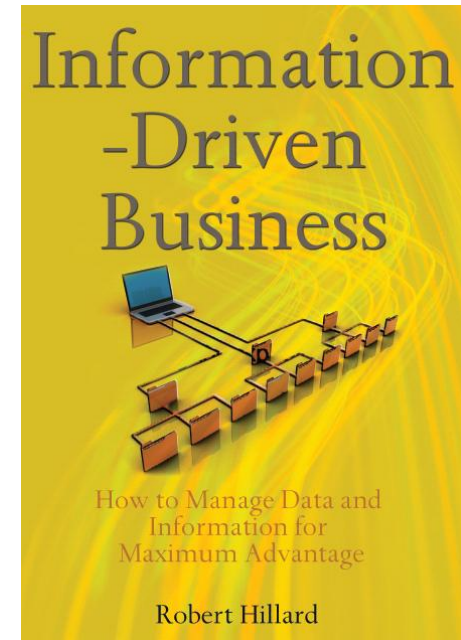
A good case study is in Groundswell



Application examples can be found in Enterprise 2.0 Implementation



Application of these techniques is described in Information Driven Business



See [www.infodrivenbusiness.com](http://www.infodrivenbusiness.com)

**Deloitte.**