Agenda

- Background
  - Project timeline and progress to date
  - What is different between versions?
  - The role of the Framework
  - Contact information and questions
What Is the DAMA-DMBOK Guide?

- The DAMA Guide to the Data Management Body of Knowledge (DAMA-DMBOK Guide)
- Written and edited by DAMA members
- An integrated primer -- a “definitive introduction”
- Modeled after other BOK documents:
  - PMBOK (Project Management Body of Knowledge)
  - SWEBOK (Software Engineering Body of Knowledge)
  - BABOK (Business Analysis Body of Knowledge)
DAMA-DMBOK Guide Goals

- To develop, build consensus and foster adoption for a generally accepted view of data management.
- To provide standard definitions for data management functions, roles, deliverables and other common terminology.
- To identify “guiding principles”.
- To introduce widely adopted practices, methods and techniques, without references to products and vendors.
- To identify common organizational and cultural issues.
- To guide readers to additional resources.
- A Reference Book
DAMA-DMBOK Guide Uses

- Inform a diverse audience about data management
- Build consensus across the data management community
- Help all participants understand their responsibilities
- Point readers to additional sources of knowledge
- Help data management professionals prepare for Certified Data Management Professional (CDMP) exams
- Assist organizations in their enterprise data strategy
- Basis for effectiveness & maturity assessments
- Guide implementation & process improvement efforts
- Guide development of higher education curriculum
- A higher education text book
- Suggest academic research topics
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Development Process

- Primary contributors draft/update each chapter
  - Standard format & development process
- Reviewer comment on draft chapters
- Formal review period (GOOGLE Apps)
- Review period for chapters will likely be staggered as they are ready

Review Process

- Agreements developed and reviewed by DAMA’s attorney
  - Author & Reviewer Non-Disclosures

Over 200 reviewers
DAMA-DMBOK2 Timeline

- Writing and Chapter Reviews Completed
- Now in book pre-production phase
  - Over 700+ pages, compared to DMBOK1 at 430 pages
- DAMA International Board to review
- Publication later this year
- Once DMBOK2 book is published, then revision of
  - CDMP data exams
  - A number of college / university courses that use DMBOK1 as textbook
What’s New

- Now Knowledge Areas, not Functions
  - Renaming of some KAs
- Template for KA Consistency
- Chapters revised 30% (or more)
- Authors
  - Authors from DMBOK1 asked first
  - Volunteers and Authors from EDW
  - International
  - Editors met with authors on regular basis usually via GoToMeeting (courtesy of ICCP)
What’s New

Topics

- Many new topics within KAs
- Data Integration & Interoperability KA
- Big Data and Data Science
- Data Management Maturity Assessment

Governance

- Bigger chapter
- Section within each Knowledge Area

Other
<table>
<thead>
<tr>
<th>Chapter</th>
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</table>
| 1       | Introduction, Forward, Acknowledgements, Preface  
Pat Cupoli, Susan Earley, Deborah Henderson, Sanjay Shirude |
| 2       | Use of the DMBOK / Case studies  
Government: State of Colorado  
Financial: National Bank of Abu Dhabi (NBAD)  
Educational: Edmonds Community College |
| 3       | Overall Process: Data Management  
Chris Bradley  
Ken Kring (Strategy) |
| 4       | Data Governance  
John Ladley (Data Governance/Stewardship)  
Micheline Casey (Business Cultural Development)  
Mark Cowan (Data Mgmt Maturity Model)  
Deborah Henderson (Ethics)  
Krish Krishnan (Cloud Storage Governance) |
| 5       | Data Architecture  
Håkan Edvinsson |
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| 13      | **Meta-data**  
Saad Yacu (Meta-data Architecture & Solutions)  
Lowell Fryman (Business Glossaries under Solutions) |
| 14      | **Data Quality**  
Rossano Tavares |
| 15      | **Big Data and Data Science**  
Robert Abate, Martin Sykora, Lisa Nelsen (Data Visualization) |
| 16      | **Data Management Maturity Assessment**  
Mark Cowan |
| 17      | **Additional Data Management Topics**  
Professional Development  
Pat Cupoli  
Business Data Requirement Development  
Anne Marie Smith |
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<td><strong>Communicating Data Mgmt Value to Business</strong>&lt;br&gt;Establishing Data Management value: An Overview&lt;br&gt;The Data Mgmt Organization &amp; Roles)&lt;br&gt;Facilitation</td>
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<tr>
<td>Appendices</td>
<td><strong>Editors &amp; Publisher’s Editor</strong> (Primary Contributing Authors List, Contributing Reviewers &amp; Commenters List, Context Diagrams Contents by Context Area Consolidations, Bibliography (Elena Sykora), Other Appendices)</td>
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Government Regulations & Standards becomes wiki on www.dama.org
- Appendix prepared by Michael Miller
Agenda

- Background
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2009 Data Management Functions
2014 Knowledge Areas
(no longer called Functional Areas, this aligns to other BOKS, and makes these thing NOUNS (things to know) not VERBS (things to do)
Environmental Elements

Version 2

2013 Version
Environmental Elements

- Goals & Principles
- Practices & Techniques
- Tools
- Activities
- Deliverables
- Organization & Culture

2009 Version
Environmental Elements

- Goals & Principles
- Practices & Techniques
- Roles & Responsibilities
- Deliverables
- Technology
- Activities
- Organization & Culture

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The DAMA-DMBOK Functional Framework

Environmental Elements:
Details under each area
Data Governance

Definition: The exercise of authority and control (planning, monitoring and enforcement) over the management of data assets.

Goals:
1. To define, approve and communicate data strategies, policies, standards, architecture, procedures and metrics.
2. To track and enforce regulatory compliance and conformance to data policies, standards, architecture and procedures.
3. To sponsor, track and oversee the delivery of data management projects and services.
4. To manage and resolve data related issues.
5. To understand and promote the value of data assets.

Activities:

1. Data Management Planning
   1. Understand Strategic Enterprise Data Needs
   2. Develop & Maintain the Data Strategy
   3. Establish Data Professional Roles & Organizations
   4. Identify & Appoint Data Stewards
   5. Establish Data Governance & Stewardship Organizations
   6. Develop & Approve Data Policies, Standards and Procedures
   7. Review & Approve Data Architecture
   8. Plan & Sponsor Data Management Projects and Services
   9. Estimate Data Asset Value and Associated Costs

2. Data Management Control
   1. Supervise Data Professional Organizations and Staff
   2. Coordinate Data Governance Activities
   3. Manage & Resolve Data Related Issues
   4. Monitor and Ensure Regulatory Compliance
   6. Oversee Data Management Projects and Services
   7. Communicate and Promote the Value of Data Assets

Outputs:
- Data Policies
- Data Standards
- Resolved Issues
- Data Mgmt Projects & Services
- Quality Data & Information
- Recognized Data Value

Consumers:
- Data Producers
- Knowledge Workers
- Managers & Executives
- Data Professionals
- Customers

Metrics
- Data Value
- Data Management Cost
- Achievement of Objectives
- # of Meetings Held
- # of Decisions Made
- Steward Representation / Coverage
- Data Professional Headcount
- Data Mgmt Process Maturity

Participants:
- Executive Data Stewards
- Coordinating Data Stewards
- Business Data Stewards
- Data Professionals
- DM Loader
- CIO

Tools:
- E-Mail
- Personal Productivity Tools
- Internet Website
**Definition:** lorem ipsum

**Knowledge Area**

**Goal:**
1. Goal 1
2. Goal 2
3. Goal 3

**Activity:**
1. Activity 1 (Activity Group Indicator)
   1.1 Sub-activity
   1.2 Sub-activity
2. Activity 2 (Activity Group Indicator)
   2.1 Sub-activity
   2.2 Sub-activity
3. Activity 3 (Activity Group Indicator)
   3.1 Sub-activity
   3.2 Sub-activity

**Input:**
- Input 1
- Input 2
- Input 3

**Deliverable:**
- Deliverable 1
- Deliverable 2
- Deliverable 3

**Supplier Role:**
- Role 1
- Role 2
- Role 3

**Consumer Role:**
- Role 1
- Role 2
- Role 3

**Responsible Role:**
- Role 1
- Role 2
- Role 3

**Stakeholder Role:**
- Role 1
- Role 2
- Role 3

**Toolset:**
- Tool 1
- Tool 2
- Tool 3

**Metric:**
- Metric 1
- Metric 2
- Metric 3

**Technique:**
- Metric 1
- Metric 2
- Metric 3
Data Governance
- Data Governance and Stewardship
- Business Cultural Development *
- Data in the Cloud *
- Data Handling Ethics *

Data Architecture
- Establish Enterprise Data Architecture
- Design and Implement Data Architecture
  - Different architecture for different solution spaces *

Data Modeling & Design
- Build review and manage data model
- Overview of models for different formats - E/R, UML, fact-based, object-role, full communication oriented, data vault, anchor, nosql*

* New to DMBOK2
Data Storage & Operations
- Database Support
- Data Technology Management
- Types of databases and file systems (expanded) *
- Configuration management *
- Virtualization (cloud) *
- Manage availability of data throughout the data lifecycle
- Ensure the integrity and compliance of data assets
- Manage performance of data transactions
- Protect data assets and data integrity

* New to DMBOK2
Core Knowledge Area Chapters
Key Points

Data Security

- Define and Develop Appropriate Data Security Classifications
- Define and Develop Categories of Data Regulatory Requirements
- Manage and Maintain Data Security
- Manage Data Regulations
- Assess Database Vulnerabilities*
  - Ethical hacking
- Define Data Sensitivity in Meta-data *

Data Integration & Interoperability (DII) *

- Data Integration *
- Operational Intelligence Support *

* New to DMBOK2

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Documents & Content

- Develop Records and Content Management Strategies*
- Understand Records and Content Requirements
- Determine Information Architecture, **Content and Semantic Models**, Content Organization *
- Develop E-Discovery *
- Capture and Manage Records and Content
- Capture, Manage, Retain, Publish and Deliver, Dispose and Archive Records and Content
- **Information Governance** *

Reference & Master Data

- Identify Business Reference and Master Data Needs
- Determine Data Requirements
- Assemble and Reconcile Data Definitions
- Identify and Analyze Data Sources
- **Establish Data Sharing/Integration Architecture** *
- Identify Trusted Reference and Master Data
Reference & Master Data
- Develop/Implement Data Sharing/Integration Services *
- Use Reference and Master Data

Data Warehousing & Business Intelligence
- Understand Functional and Non-Functional Requirements
- Define and Maintain the DW-BI Architecture
- Conceptual Data Warehousing/ Big Data/ BI/ Integration Architecture*
- Implement Data Warehouses and Data Marts
  - Real time and near real time*
- Populate the Data Warehouse
- Implement Business Intelligence Portfolio *
- Maintain Data Products
- Use Open Data*
- Define DW/BI Production Support Processes

* New to DMBOK2
Core Knowledge Area Chapters

Key Points

- **Meta-data**
  - Meta-data Strategy
  - Understand Meta-data Requirements
  - Define the Meta-data Architecture
  - **Create Meta-Model** *
  - Apply Meta-data Standards
  - Manage Meta-data Stores
  - Create and Maintain, Integrate, Distribute, Deliver Meta-data
  - Query, Report and Analyze Meta-data

- **Data Quality**
  - **Data Importance Ranking** *
  - Create a Data Quality Framework
  - Perform Preliminary Data Quality Assessment
  - Define Data Quality Requirements
  - Assess Data Quality
  - Develop and Deploy Data Quality Operations
  - Perform Measurement and Monitoring of Data Quality

* New to DMBOK2
Additional Chapters

Key Points

- Big Data & Data Science *
  - Big Data Modeling *
  - Architecture for Big Data Analytics *
  - Data Visualization *

- Data Management Maturity Assessment *
  - Scope the Data Management Maturity Assessment *
  - Perform Maturity Assessment *
  - Maturity Ranking – operational integration *
  - Assess Baseline versus Re-assessment *

- Additional Data Management Topics
  - Professional Development
  - Business Data Requirement Development *
  - Communicating Data Management Value to the Business *
  - Establishing Data Management Value: An Overview *
  - Data Management Organization and Role Expectations *
  - Facilitation *

* New to DMBOK2
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Framework available since April 2012

- http://www.dama.org/content/body-knowledge

Originally, DMBOK1 feedback reflected in outline topics

- Topics given to authors to incorporate

Now, Framework revised to reflect actual DMBOK2 key points
How Context Diagram and Environmental Elements Line up

HUGELY IMPORTANT HINT FOR CHAPTER ALIGNMENT TO CONTEXT DIAGRAM
Write in the order of the Environmental Elements listed here, Authors make sure to cover all concepts in you context diagram

Chapter context diagrams must contain reference to all the formal Sections in that chapter (if there are any)

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Consistent Recurring Themes - SAME

- Data Stewardship – Business Partnership
- Data Quality
- Data Integration
- Enterprise Perspective
- Cultural Change Leadership
Introduction / Knowledge Area Definition

- Context Diagram
- Business Drivers
- Essential Concepts
- Common Vocabulary
- Goals and Principles

Activities

- For each activity ‘story’ include:
  - Inputs
  - Deliverables
  - All roles and responsibilities
- Activity 1
- Activity n.....

Toolsets and Techniques

- Toolsets
- Techniques
Implementation Guidelines
- Readiness Assessment / Risk Assessment
- Organization & Cultural Change

Knowledge Area Governance
- Knowledge Area governance topics
- Knowledge Area Metrics

Activity Summary
- Activities, Deliverables, Roles
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Contact information:

- editor@dama-dmbok.org

Questions???