

data modeling zone



Data Modeling Zone Europe

September 28-29 2015 in Hamburg, Germany



Monday, September 28

● fundamental (for all audiences),
■ intermediate, ◆ advanced

7:00-9:00	Breakfast and Registration			
9:00-12:00	<u>Introduction Workshop to the Data Vault Approach</u> Kasper de Graaf, [Netherlands] ● Hamburg, Pg 1	<u>Data Governance for Data Modelers Workshop</u> Deborah Henderson, Broadstreet Data [Canada] ■ Wismar, Pg 1	<u>Data Modeling by Example - Introduction and Workshop</u> Marco Wobben, BCP Software [Netherlands] ■ Lübeck, Pg 1	<u>Advanced Data Modeling Challenges Workshop</u> Steve Hoberman, Steve Hoberman & Associates, LLC [United States] ◆ Rostock, Pg 2
12:00-1:15	Lunch			
1:15-1:30	Welcome and Announcements			
1:30-2:30	KEYNOTE: <u>Data Modeler 2020 – Future of Data Modeling Panel</u>, Lars Rönnbäck, Dan Linstedt, Hans Hultgren Hamburg, Pg 3			
2:30-3:30	<u>Introduction to Anchor Modeling</u> Lars Rönnbäck, Up To Change [Sweden] ● Rostock, Pg 3	<u>Data Vault 2.0 and Disciplined Agile Delivery</u> Dan Linstedt, Empowered Holdings, LLC [United States] ■ Hamburg, Pg 3	<u>Modeling the BRAIN – concepts and challenges for a new BI architecture</u> Speakers to be announced shortly ■ Lübeck	<u>Data as a Service – Evolution, Architecture and Design Principles</u> Pushpak Sarkar, New York Life Insurance [United States] ■ Wismar, Pg 4
3:30-4:00	Afternoon Snacks			
4:00-5:00	<u>Ensemble Modeling</u> Hans Hultgren, Genesee Academy [United States] ● Hamburg, Pg 5	<u>Evaluating Data Modeling Tools? Helping You to Decide</u> George McGeachie, Metadata Matters [United Kingdom] ■ Wismar, Pg 5	<u>Big Data at BT (A Game of Elephants)</u> Phill Radley, BT [United Kingdom] ■ Lübeck, Pg 6	<u>Keeping Multi-Temporal History in Data Warehouses – Challenges, Chances and Best Practices</u> Dr. Michael Hahne [Germany] ◆ Rostock, Pg 7

Tuesday, September 29

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7:00-9:00	Breakfast and Registration			
8:00-8:30 Special Interest Groups (SIGs)	<i>Session to be announced in May</i>	<i>Session to be announced in June</i>	<i>Session to be announced in July</i>	<i>Session to be announced in August</i>
9:00-12:00	<u>Facilitation and Training Skills for Data Professionals</u> Artie Mahal, ASM Group Inc. [United States] ● Rostock, Pg 8	<u>From Source Data to Visual BI, a Client Case Study</u> Dirk Lerner, ITGAIN , and Andreas Wiener, reportingimpulse [Germany] ■ Hamburg, Pg 9	<u>The Data Modeler's Road to the Certified Data Management Professional (CDMP)</u> Patricia Cupoli, CCP, CDMP, CBIP, DAMA International [United States] ■ Lübeck, Pg 10	<u>Advanced Anchor Modeling Workshop</u> Lars Rönnbäck, Up To Change [Sweden] ◆ Wismar, Page 10
12:00-1:15	Lunch			
1:15-1:30	Welcome and Announcements			
1:30-2:30	KEYNOTE: <u>Crossing the Unstructured Barrier</u>, Bill Inmon, Forest Rim Technologies Hamburg, Pg 11			
2:30-3:30	<u>Data Models, Transformations, and End-user Participation</u> Peter Alons, PAIcon and Rob Arntz, Atos [Netherlands] ● Lübeck, Pg 11	<u>DMBOK Overview</u> Deborah Henderson, Broadstreet Data [Canada] ■ Wismar, Pg 13	<u>Big Data Modeling</u> Hans Hultgren, Genesee Academy [United States] ■ Hamburg, Pg 13	<u>Championing the Data Model Scorecard within your Organization</u> Steve Hoberman, Steve Hoberman & Associates, LLC [United States] ◆ Rostock, Pg 14
3:30-4:00	Afternoon Snacks			
4:00-5:00	<i>Pharma Data Modeling Case Study</i> Speakers to be announced shortly ■ Wismar	<u>Making Your Unstructured Data Come Alive</u> Bill Inmon, Forest Rim Technologies [United States] ■ Lübeck, Pg 14	<u>Metadata driven Anchor Model generation: a unifying approach</u> Tim Schiettekatte, ChainPoint [Germany] ■ Rostock, Pg 15	<u>Advanced Data Vault Design</u> Dan Linstedt, Empowered Holdings, LLC [United States] ◆ Hamburg, Pg 15

Introduction Workshop to the Data Vault Approach

Kasper de Graaf

This session will focus on an introduction to Data Vault Modeling, both from a business and from a technical / modeling perspective. The theoretical background is followed by a case study where the participants can build their own Data Vault model.



Kasper de Graaf (Occurro) is an independent data warehouse architect, trainer and modeler. He specializes in data warehouse architecture, data modeling (data vault and dimensional modeling) and BI/DWH development, preferably using open source technology. Before starting his own company he worked for several consulting and training companies and did projects for numerous organizations in Europe during the last 20 years.



Data Governance for Data Modelers Workshop

Deborah Henderson, Broadstreet Data

Data Governance may seem like a faraway topic to data modelers: too strategic to have much direct impact on a modeler’s work. This seminar will connect the strategy directly to the modeler’s work and show the benefits of data governance in a systemic way as modelers always knew systems development really works.

In this workshop we will look at:

- Data Governance as a framework
- What modelers are already doing - and the connection to data governance
- Modeling in context - architecture, design, operations
- What’s important and when - principles based modeling

We will complete ‘hands on’ exercises:

- Estimating templates – from model discovery to model creation
- Reporting on modeling activity and governance scorecards
- Organizing for Quality, and modelers place in this



Deborah Henderson, B.Sc., MLS, PMP, CDMP is the Data Governance Practice Manager for Broadstreet Data in Toronto and teaches data governance fundamentals classes publicly and privately. She is Program Director for the DAMA-DMBOK (Data Management Body of Knowledge), a global effort on the since 2005. With over 25 years in data management, she consults in data governance in the energy, capital markets, health and automotive sectors.



Data Modeling by Example - Introduction and Workshop

Marco Wobben, BCP Software

In many DMZ presentations, data modeling is described as both a craft and an art. For most outsiders, data modeling is some kind of magic: the data modeler interviews business experts, studies piles of requirements, talks

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some more, and then, hocus pocus, presents a diagram with boxes, crow's feet, arrows, etc.

Fact based information modeling is the very opposite of such magic. It does not require people to understand the modeler's magical language of boxes and arrows. Instead, fact based information modeling uses natural language to describe sample facts that are intelligible for business people. Therefore, it is also known as "Data Modeling by Example".

Part 1 – Introduction

The presentation highlights:

- the origins and key elements of fact based modeling;
- its place in the requirements engineering process;
- usage in large scale information management;
- some forward engineering capabilities (ER, UML);

Part 2 – Workshop

In the workshop you will install a free modeling tool on your own windows computer and practice with:

- verbalizing elementary facts;
- modeling with fact expressions;
- visualizing and validating your model;
- generating output for business experts and software engineers.



Marco Wobben is partner of BCP Software and has been developing software for more than 30 years. He has developed applications for

financial experts, software to remotely operate bridges and a wide range of web applications. For the past 10 years, he has been the main developer of CaseTalk, the CASE tool for fact based information modeling, which is widely used in universities in the Netherlands and beyond.



Advanced Data Modeling Challenges Workshop

Steve Hoberman, Steve Hoberman & Associates, LLC

After you are comfortable with data modeling terminology and have built a number of data models, often the way to continuously sharpen your skills is to take on more challenging assignments. Join us for a half day of tackling real world data modeling scenarios. We will complete at least ten challenges covering these four areas:

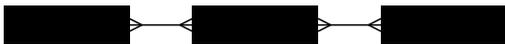
- NoSQL data modeling
- Agile and data modeling
- Abstraction
- Advanced relational and dimensional modeling

Join us as in groups as we solve and discuss a set of model scenarios.



*Steve Hoberman taught his first data modeling class in 1992 and has trained more than 10,000 people since then, spanning every continent except Africa and Antarctica. Steve is known for his entertaining and interactive teaching style (watch out for flying candy!), and organizations around the globe have brought Steve in to teach his **Data Modeling***

Master Class, which is recognized as the most comprehensive data modeling course in the industry. Steve is the author of seven books on data modeling, including the bestseller Data Modeling Made Simple. His latest book, Data Modeling for MongoDB, presents a streamlined approach to data modeling for NoSQL solutions. One of Steve's frequent data modeling consulting assignments is to review data models using his Data Model Scorecard® technique. He is the founder of the Design Challenges group, Conference Chair of the Data Modeling Zone conference, recipient of the 2012 Data Administration Management Association (DAMA) International Professional Achievement Award, and highest rated presenter at Enterprise Data World 2015.



Data Modeler 2020 – Future of Data Modeling Panel

Lars Rönnbäck, Dan Linstedt, Hans Hultgren

The processes, roles, and tools involved in building applications are changing rapidly, due primarily to big data, NoSQL, and very shortly the Internet of Things. As our environment changes, data modelers may need to refine skills and techniques. Get a glimpse into the future of the data vault, anchor modeling, and data modeling in general from three industry leaders and ask your questions!



Introduction to Anchor Modeling

Lars Rönnbäck, Up To Change

Anchor Modeling is an agile modeling technique particularly suited for data environments that change over time. It has been developed in collaboration between the Swedish industry and the Department of Computer Science at Stockholm University. With close to ten years since the first

implementations, along with awarded Open Source tools and scientific papers, the technique is now gaining worldwide momentum. Anchor Modeling can be implemented in traditional relational databases and it is based on current research in entity relationship modeling, database normalization and temporal databases. The presentation will give you an introduction to Anchor Modeling, after which you will be able to create your own models.



Lars Rönnbäck is the author of the Anchor Modeling (www.anchor modeling.com) technique, an agile information modeling technique for evolving data environments. He is working as a senior consultant and a research affiliate with Stockholm University. He has a M.Sc. in mathematics from Uppsala University and is a specialist in information modeling and customer intelligence. He has been working with some of the largest companies in the Swedish insurance and retail businesses, with more than ten years experience from the field of Business Intelligence.



Data Vault 2.0 and Disciplined Agile Delivery

Dan Linstedt, Empowered Holdings, LLC

Come discover why Disciplined Agile Delivery works with Data Vault 2.0 Methodology. Learn how these two powerhouses can help your project succeed. Uncover what other customers already know: that DV2.0 is the future for

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agile data warehousing. Learn why Scott Ambler backs everything we do in Data Vault 2.0 from an agile perspective. Hear direct customer quotes about successes they have had in implementing Agile Data Vault 2.0 methodology. This class will take you through a high level, fast paced discussion on all of these points. It will give you a couple key take-aways that you can work with immediately. I look forward to seeing you in my course!



Dan is an internationally known expert in Data Warehousing and Business Intelligence. He's worked in the field for over 23 years, and continues to help fortune 50 clients and government customers around the world in their pursuit of BI excellence. He's an expert in Big Data, Unstructured Data Systems, and Performance and Tuning. He's also the author and inventor of the Data Vault model and methodology.



Data as a Service – Evolution, Architecture and Design Principles

Pushpak Sarkar, New York Life Insurance

Data is often considered by organizations as an ancillary function within the IT organization to support business operations. However, a complete paradigm shift has been witnessed in recent years as data gets increasingly recognized as an asset that could be commercially sold as a service, in and of

itself by data vendors. Some commercial data providers are leading the way in this regard. Even within traditional organizations, the need for reliable data delivery and distribution mechanism has been widely felt for many years. From an information management perspective, the major benefits for adopting Data as a Service (DAAS) include:

- Timely and reliable access to enterprise data using common services
- Lower application development and maintenance costs with greater re-use of assets
- Reduced risk of non-compliance to data privacy regulations and related security risks

Based on the presenter's first-hand experience and expertise, this presentation offers a proven framework for offering 'Data as a Service' for sharing enterprise data across organizations. The presentation will cover how organizations can generate business revenues by providing data as a service to their clients for a fee-based subscription. This presentation proposes "Data as a Service' (DaaS) as the unifying conceptual framework for providing re-usable Enterprise Data Services. It explains several architectural and design principles on how to acquire data across heterogeneous platforms, enrich the data and then distribute it effectively using industry data standards and governance leveraging new techniques for data sharing such as enterprise canonical modeling, re-usable data services, virtualization, etc.



*Pushpak Sarkar is an internationally recognized expert and thought leader in Enterprise Data Management (EDM) and BI/Analytics specializing in Master and Reference Data, Data Governance and Business Intelligence related solutions. Pushpak is currently leading Data and Solutions Architecture efforts in the Data Management and BI/Analytics division of New York Life Insurance. His upcoming book **Data as a Service – Effectively sharing your Enterprise Data with re-usable data services** is scheduled for release by Wiley publication in 2015.*



Ensemble Modeling

Hans Hultgren, Genesee Academy

Ensemble Modeling represents a family of modeling approaches that share a common purpose and a common modeling paradigm.

Ensemble forms address our need for data integration, historization, auditability and modeling agility. This session will cover the need, the approach, the underlying premise and the current flavors of Ensemble Modeling. Attendees can expect to understand why organizations should consider Ensemble Modeling for their DWBI program.



President at Genesee Academy and a Principal at Top Of Minds AB. Data Warehousing and Business Intelligence educator, author, speaker, and advisor.

Currently working on Business Intelligence and Enterprise Data Warehousing (EDW) with a focus on Ensemble Modeling and Data Vault. Primarily in Stockholm, Amsterdam, Denver, Sydney and NYC.

Published data modeling book “Modeling the Agile Data Warehouse with Data Vault” which is available on Amazon websites in both print and Kindle e-reader versions.

Specialties: Information Management and Modeling, Ensemble Modeling, Data Vault Modeling, Agile Data Warehousing, Education, e-Learning, Entrepreneurship and Business Development.



Evaluating Data Modeling Tools? Helping You to Decide

George McGeachie, Metadata Matters

The evaluation and selection of a data modeling tool for your organization can be a daunting task. Not only are there numerous technical criteria and requirements, but there are often political, organizational and cultural challenges as well. The place of data modeling in the organization, the types of models to be created (Enterprise, Conceptual, Logical, Physical), and not forgetting any historical considerations e.g., a database administrator may have a “favorite” tool that he has used in the past. The corporate standard might dictate yet another technology, which may not align technically with your particular project. There may be a push to use technical checklists or formal RFPs that may not apply to your individual needs. Information from vendors may be flavored with their own particular strengths, which may not be relevant to your requirements. So how do you sort through all of these conflicting messages to choose the tool that is right for you and your culture?

It is imperative that your organizations’ requirements be fully understood, documented and prioritized, and that the team responsible

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in the decision process clearly highlight the implications of requirements before the evaluation process gets too far along and is well versed in diplomacy and stakeholder management.

This presentation will describe the factors to consider – technical, organizational and cultural when evaluating a Data Modeling tool and share a simple 10-step process that anyone can adopt.

To avoid frustrations and streamline the decision making process, leverage this 10-step guide to evaluate each data modeling solution best suited for your unique business needs. It will enable the evaluation team to make a strategic and sound decision, and maybe even make you the data modeling evaluation hero.



George McGeachie has spent his working life creating, managing and linking data models, process models, and others. He encourages organizations to connect and utilize their metadata islands, to recognize the wealth of information contained in their data models, to recognize that the creation of data models must form part of an integrated approach to improving their business, and therefore recognize the importance of avoiding the creation of islands of metadata in the first place.



Big Data at BT (A Game of Elephants)

Phill Radley, BT

This session is a light hearted and insightful telling of British Telecommunications' big data story so far. You will learn the key choices enterprises have to make in adopting Hadoop and how and why BT has made its choices.

- Building a vision and using it to get funding
- Business Intelligence vs Business Applications (same data different logic)
- Infrastructure choices: On Premise/In cloud, Commodity Hardware, Hadoop Distribution/Version
- Securing your data, RBAC, ACLs
- Multi-tenant vs Multi-cluster
- What Hadoop features to enable?
- What makes a good Hadoop project, balancing risk and reward?
- Schema on read & data wrangling: the keys to agile BI and data science
- Getting from research/PoC to full production service with a Business As Usual support wrap

This is an intermediate level session and to get the most from it you should be familiar with the basics of Hadoop, HDFS and Map/Reduce.

To get the all the humor you will need to have watched some Game of Thrones.



Phill Radley is a Physics Graduate with an MBA who has worked in IT and communications industry for 30 years, mostly with British Telecommunications plc. He is

currently BT's Chief Data Architect at their Martlesham Heath campus in the UK.

Phill works in BT's core Enterprise Architecture team with responsibility for Data Architecture across BT Group plc. He currently leads BT's MDM and Big Data initiatives driving associated strategic architecture and investment roadmaps for the business.

His previous roles in BT include; nine years as Chief Architect for Performance Management solutions, ranging from UK consumer broadband through to outsourced Fortune 500 networks and hi-frequency trading networks. He has broad global experience including BT's Concert global venture in USA and five years as Asia Pacific BSS/OSS Architect based in Sydney.



Keeping Multi-Temporal History in Data Warehouses – Challenges, Chances and Best Practices

Dr. Michael Hahne

Dealing with structural changes of hierarchies and attributes is an important aspect of implementing business intelligence and data warehouse applications because it determines the options for analyzing and investigating the Data Warehouse data. Therefore the management of these temporal aspects might influence the successful usage of such systems.

Especially when dealing with Data Marts it is crucial for the user acceptance not to limit the options. Keeping a complete history in the Core Data Warehouse provides the required flexibility in the supported temporal scenarios for reporting and analytics.

There are some industries heavily relying on bi-temporal Data Warehouse structures differentiating between some technical validity time and a business driven effective time. Among them are mainly those industries using

source systems that maintain the business effective time. What's more, in those systems it is possible that for example insurance contracts will be changed predated or backdated with regards to their effective beginning and end.

In a bi-temporal structured data warehouse it is possible to reproduce reports based on a given report creation date.

You will learn:

- Definition of business effective time und technical valid time
- Managing time intervals and time logic
- Classification of source systems regarding their temporal capabilities
- Bi-temporal models in the Core Data Warehouse
- Best Practices of handling multi-temporal requirements



Dr. Michael Hahne is the founder and Managing Director of Hahne Consulting GmbH, a company focusing on Business Intelligence Consulting. He has been working as Vice President and Business Development Manager at SAND Technology, an international provider of intelligent software for information management that specializes in solutions for corporate and large data warehouses. Michael previously also worked for seven years as Area Manager and CTO for Cundus AG, an IT service company devoted to business intelligence. Michael has more than 10 years of experience in the area of implementation and optimization of data warehouse solutions. He is a TDWI Certified Business Intelligence Professional (CBIP) and honored TDWI Fellow. Michael Hahne offers Business Intelligence and Data Warehouse Consulting.



Facilitation & Training Skills for Data Professionals

Artie Mahal, ASM Group Inc.

A Business Process describes How Work Gets Done; Data describes the Facts needed to execute that Process. One without the other has little value in organizations. If Process is the body then Data is the nervous system which makes the body function. In the fast pace of business change and frequent reorganizations, the Data Analysts and the Business & Process Analysts should expand their value to the organizations by cross-pollinating their understanding of how to facilitate Data and Process requirements more effectively.

The art and craft of enabling individuals and groups to discuss issues and opportunities around a shared objective; and develop agreed strategies for a common direction is generally referred to as Facilitation. Facilitation also includes enabling people to learn through transfer of knowledge and training in specific skills by a subject matter expert. The person or persons skilled in Facilitation are called Facilitators. The approach for creating agendas, conducting research, facilitate sessions to deliver planned outputs is referred to as the Facilitation Process.

Using a case study of process improvement and data design, this workshop will provide hands-on experience in how Data Analysts can leverage facilitation techniques and tools in their craft to be more effective in gathering requirements and transferring knowledge to users, and other professional analysts.

What you will learn:

- Adult Learning Theory and the Learning Process
- Multiple Intelligences Framework for effective design and delivery of work sessions

- Session Leader qualities and competencies; Session environment setup
- Methods and tools including the use of engagers and energizers
- Designing Agendas; Facilitation Framework and how to self-develop for success



For two decades Artie Mahal successfully led mission-critical management support programs as Effective Business Change Regional Manager for North America and Latin America at Mars International. While at Mars International he developed and delivered programs on Information Resource Management, Business Change/Process Management and Learning and Leadership Development. His last role at the company was to manage Training and Development including the formation of Mars University in North America. Artie has provided services on four continents and has been a speaker at national and international professional forums including Seton Hall University's MBA program and Rutgers University Business College. Artie Mahal is a Senior Consultant with BPTrends Associates since 2006. He is also the founder of ASM Group and is a Business Process Management (BPM) consultant and trainer, developing and delivering BPM professional services privately to corporations and publicly through Boston University's Corporate Education Center.

*Artie is the author of two books: 1) How Work Gets Done, Business Process Management, Basics and Beyond, and 2) **Facilitator's and Trainer's Toolkit**. Artie is an accomplished facilitator and has facilitated workshops*

internationally in North America, Europe and Asia Pacific regions. His workshops are highly interactive and use state of the art methods such as a “brain compatible learning method.” He has facilitated workshops for Strategic Planning, Business Process Improvement, Ideation, After Action Reviews and Project Management. Artie is a certified trainer in Business Process Management (BPM), Human Change Management, Diversity and Project Management.



From Source Data to Visual BI, a Client Case Study: Stay Flexible (Agile) with your Data, Data Vault Modeling and Information Design

Dirk Lerner, ITGAIN, and Andreas Wiener, reportingimpulse

The speakers will describe in a Client Case Study how GC (Generic eCommerce Company) built up a Business Intelligence environment with a Data Vault based data warehouse and information design - all in a dynamic and flexible way.

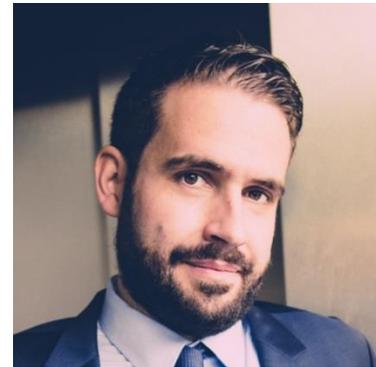
The presentation will show how to receive your first well-designed visual data report out of the new data warehouse with just a few database objects. Than how to extend it in an easy and flexible, some call it agile, way. From source systems raw data the whole way to up to standardized, visualized reports.

Thus, the speakers will describe challenges, focus on complex issues and give practical hints.



Dirk Lerner is a well experienced IT Consultant at ITGAIN and is responsible for the Competence Center Data Modeling & Data Vault. For over 10 years he has headed BI projects and is considered an expert for BI architectures and data modeling. Dirk is an advocate of flexible, lean and easily extendable data warehouse principles and practices.

As a pioneer for Data Vault in Germany he published various publications, is an international speaker at conferences and author of the blog www.datavaultmodeling.de.



Andreas Wiener is the author of the book “Visual Business Analytics – An effective access to data and information” (German) as well as numerous publications on the topics of reporting and data visualization. He gives lectures at conferences and universities on a regular basis.

Andreas Wiener advises companies in the introduction and implementation of visualization standards for management reports and presentations. Previously, he worked as a consultant for various management consulting firms in the IT and banking sector. Since 2015, he has worked as

managing director for reportingimpulse GmbH.



The Data Modeler's Road to the Certified Data Management Professional (CDMP)

Patricia Cupoli, CCP, CDMP, CBIP, DAMA International

For the data modeler, the CDMP is a designation identifying they have demonstrated a standard level of knowledge and experience within Data Management and specifically Data Modeling. The CDMP is offered through DAMA International and the ICCP. During the first half of this workshop, we will be discussing:

- CDMP certification process
- Topics, concepts and terms of the Data Modeling exam
- Preview of the IS Core and Data Management Core exams

Workshop attendees will have the ability to take the Data Modeling exam during the second half of this workshop. The exam cost is \$285. As a special DMZ feature, you pay only if you pass (passing is 50% or better).

Bring your own Windows-based laptops – the USB drive has to be unencrypted as the exam runs off this drive. Your exam results and unofficial performance profile can be viewed immediately.



Patricia Cupoli, CCP, CDMP, CBIP, TOGAF®9 Certified, is a course developer and teaches online Data Management at Edmonds Community College and ICCP CDMP courses. She has an extensive background in the areas of Data Governance, Data Warehousing, Metadata Solutions and Repositories, Enterprise Modeling (business process and data) for Business Re-engineering, Project Management, IT Strategic Planning, and Librarianship / Information Science. She has presented at many DAMA, TDWI and Data Modeling Zone conferences, and has published professionally. Pat is the 2006 winner of the DAMA International Professional Award.

Pat is the DAMA International ICCP Director, Project Manager for Data Exam Development, DAMA Education Committee member, past ICCP Board President, and a past president of DAMA International, DAMA Chicago, and DAMA Philadelphia / Delaware Valley. She is the DMBOK2 Editor and was an author contributor for two DMBOK chapters: Documents and Content Management, and Professional Development.



Advanced Anchor Modeling Workshop

Lars Rönnbäck, Up To Change

This workshop will look at and model a case inspired by a real life scenario using the free Open Source online modeling tool. Bitemporal concepts used to handle versioning and corrections of the stored information, while retaining a complete history of such changes, will be presented. It will also demonstrate how “time traveling” is possible through the use of parametrized views, making it possible to ask complex temporal questions through simple SQL, and how these queries gain excellent performance thanks to modern query optimization techniques. The workshop will also cover other advanced topics in Anchor Modeling, such as evolving models over time,

design patterns, refactoring, and management of unknown values. Bring your laptops and make sure you have a recent version of Chrome, Firefox, or Safari to run the modeling tool.



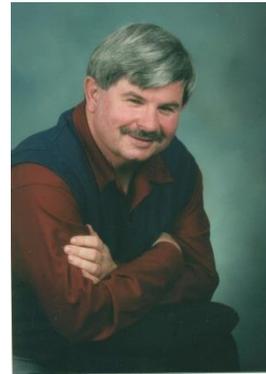
Lars Rönnbäck is the author of the Anchor Modeling (www.anchor modeling.com) technique, an agile information modeling technique for evolving data environments. He is working as a senior consultant and a research affiliate with Stockholm University. He has a M.Sc. in mathematics from Uppsala University and is a specialist in information modeling and customer intelligence. He has been working with some of the largest companies in the Swedish insurance and retail businesses, with more than ten years experience from the field of Business Intelligence.



Crossing the Unstructured Barrier

Bill Inmon, Forest Rim Technologies

The most exciting advances in technology have been made in the arena of incorporating textual data into the corporate decision making process. This presentation addresses the reality of textual exploitation of medical records, call center information, restaurant and hotel feedback analysis, and other arenas where text is found.



Bill Inmon – the “father of data warehouse” – has written 53 books published in nine languages. Bill’s latest adventure is the building of technology known as textual disambiguation – technology that reads raw text in a narrative format and allows the text to be placed in a conventional data base so that it can be analyzed by standard analytical technology, thereby creating unique business value for Big Data/unstructured data. Bill was named by ComputerWorld as one of the ten most influential people in the history of the computer profession. Bill lives in Castle Rock, Colorado. For more information about textual disambiguation refer to www.forestrimtech.com.



Data Models, Transformations, and End-user Participation

Peter Alons, PAICon and Rob Arntz, Atos

When we build a BI-environment, we generally aim high, creating high expectations, as very great rewards may be reaped from the investments made. For doing so, we need adequate knowledge and documentation, and an evolutionary realization in a complex and ever changing environment. That environment may be fragmented, using different codes for the same things and various operational systems for the same type of information. The source data may be offered in various types of structure or even an unstructured form, as in the case of ‘Big Data’. Therefore, we are in such projects seriously threatened with a Babylonian confusion of tongues. The standard

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IT-approach to cope with these problems is an attempt to set up a corporate 'business model' in terms of an IT-gibberish presented in the form of a database structure instead of a model understandable by the business. And as the last should be the first requirement for a good 'business model', this approach clearly does not unconfuse the Babylonians.

To build a useful BI-environment we need adequate data models, regardless of the nature of the sources from which the BI-information is derived. In the fully automated approach of the Information Management Frame we build such models by means of 'Fact Oriented Modeling'. This approach stipulates the necessity of a true conceptual model, in which the focus lies on the Universe of Discourse of the true business customers of the BI-environment to be developed. All models needed for the BI-environment - whether at the logical, physical, or technical level, and whether in the form of fully normalized, star-like, or generic structures - must be derived from this conceptual model by means of mathematically sound transformations irrespective of the specific structures asked for. This stems from the fact that in the conceptual model all relevant information needed in the BI-environment is split into elementary facts, expressed in fact-stating sentences that are devoid of any non-conceptual information or constructs. These elementary facts are the true building blocks of the whole BI-environment to be built, and they remain exactly the same irrespective of the structural forms they are cast into. Therefore, it is essential that the semantics of all these facts be completely validated by the domain experts before any part of the BI-environment is built. Throughout all transformations the semantics of all facts is preserved and transferred with the new models created. This way the full design of the BI-environment is guaranteed to be perfect before, during and after the realization of all applications. And at all times the end-customers will be able to fully understand the

information contents delivered by their applications.

In one hour the attendees will be initiated in the powerful approach of the Information Management Frame. The presentation will be in the form of interactive gaming with the attendees.



Since 1990, Peter Alons has specialized in Information Modeling and Information Management, and from 2007 also in Information Quality Management. Till the end of 2010 he worked as BI consultant for Atos. He has helped performing Business Intelligence projects in Banks, Railway companies, Aviation, and the Medical sector. He has always used an approach for Information Management that he helped and developed himself, the Information Management Frame. This frame has been applied successfully at KLM, Prorail, the Erasmus Medical Center, and Generali verzekeringsgroep nv. Two of these projects have won a national and a mondial award.



Rob Arntz is expert group leader on Information Modeling at Atos. He was involved in developing the Information Management Frame; a framework based upon fact oriented conceptual modeling. Rob applies the Information Management Frame in business intelligence projects since 2000 in many industry sectors.



Data Management Body of Knowledge (DMBOK) Overview

Deborah Henderson, Broadstreet Data

The quick 101 course through the DMBOK for those who need to consider how they might or should use it as an operating framework for data management.

An overview will be followed by techniques on using the DMBOK as a guide for evaluating current state and priorities, and where your gaps are with staff skills and management ownership.

DMBOK2 the new revision due in 2015 will also be cited.



Deborah Henderson, B.Sc., MLS, PMP, CDMP is the Data Governance Practice Manager for Broadstreet Data in Toronto and teaches data governance fundamentals classes publicly and privately. She is Program Director for the DAMA-DMBOK (Data Management Body of Knowledge), a global effort on the since 2005. With over 25 years in data management, she

consults in data governance in the energy, capital markets, health and automotive sectors.



Big Data Modeling

Hans Hultgren, Genesee Academy

Would it be surprising to hear that data modeling is even more critical in the Big Data world than it is for the Data Warehouse? In this session we discuss the major Big Data classifications and the role of data and information modeling in each. Finally this session will introduce the Big Data Modeling Matrix to summarize these categorizations.



President at Genesee Academy and a Principal at Top Of Minds AB. Data Warehousing and Business Intelligence educator, author, speaker, and advisor.

Currently working on Business Intelligence and Enterprise Data Warehousing (EDW) with a focus on Ensemble Modeling and Data Vault. Primarily in Stockholm, Amsterdam, Denver, Sydney and NYC.

Published data modeling book “Modeling the Agile Data Warehouse with Data Vault” which is available on Amazon websites in both print and Kindle e-reader versions.

Specialties: Information Management and Modeling, Ensemble Modeling, Data Vault Modeling, Agile Data Warehousing, Education, e-Learning, Entrepreneurship and Business Development.



Championing the Data Model Scorecard within your Organization

Steve Hoberman, Steve Hoberman & Associates, LLC

J.D. Power rates cars, Nielsen rates TV shows, Morningstar rates stocks, and the Data Model Scorecard® rates data models. The Data Model Scorecard® is the industry's benchmark on data model quality. You will receive an overview to the Scorecard and learn how to incorporate it into your organization's architecture review board.



*Steve Hoberman taught his first data modeling class in 1992 and has trained more than 10,000 people since then, spanning every continent except Africa and Antarctica. Steve is known for his entertaining and interactive teaching style (watch out for flying candy!), and organizations around the globe have brought Steve in to teach his **Data Modeling Master Class**, which is recognized as the most comprehensive data modeling course in the industry. Steve is the author of seven books on data modeling, including the bestseller *Data Modeling Made Simple*. His latest book, *Data Modeling for MongoDB*, presents a streamlined approach to data modeling for NoSQL solutions. One of Steve's frequent data modeling consulting assignments is to review data models using his Data Model Scorecard® technique. He is the founder of the Design Challenges group, Conference Chair of the Data Modeling Zone conference, recipient of the*

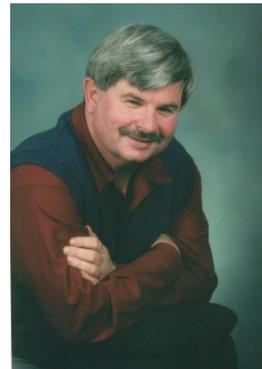
2012 Data Administration Management Association (DAMA) International Professional Achievement Award, and highest rated presenter at Enterprise Data World 2015.



Making Your Unstructured Data Come Alive

Bill Inmon, Forest Rim Technologies

80% of the data in the corporation is unstructured. Yet nearly all of the corporate decisions are made on the basis of structured data. This half day presentation addresses how you can start to incorporate unstructured data in the corporate decision making process. This presentation entails the various aspects of textual disambiguation and explores how textual disambiguation is used to transform textual data into structured data that can then be analyzed by standard analytical tools.



Bill Inmon – the “father of data warehouse” – has written 53 books published in nine languages. Bill's latest adventure is the building of technology known as textual disambiguation – technology that reads raw text in a narrative format and allows the text to be placed in a conventional data base so that it can be analyzed by standard analytical technology, thereby creating unique business value for Big Data/unstructured data. Bill was named by ComputerWorld as one of the ten most influential people in the history of the computer profession. Bill lives in Castle Rock, Colorado. For more information about textual

*disambiguation refer to
www.forestrimtech.com.*



Metadata driven Anchor Model generation: a unifying approach

Tim Schiettekatte, ChainPoint

At ChainPoint we believe collaboration and information sharing are crucial for efficient production of high quality, safe and sustainably produced products. ChainPoint is a secure, online platform for gathering and integrating data from all involved parties in all kinds of production chains and for sharing information across the entire value chain.

Despite all these different business domains, goals and information needs, each ChainPoint implementation uses the same source schema and structure metadata: defining the business processes, domains and their relationships. This context setting information supports a generic metadata driven approach to transform the source data model into a business oriented target anchor model, applicable for any specific ChainPoint implementation. Automatically generating an Anchor Model and the ETL, instead of building a custom data warehouse by hand, has reduced the realization and implementation time for a new data warehouse from weeks to hours, allowing a direct start as soon as ChainPoint is being configured. The Anchor model generation approach supports supply chain agility, by providing a highly adaptable, multilingual, historical, near real-time data warehouse that is resilient to change.

In this session we will cover the building blocks: SQL Server, Anchor Modeling, BIML and their constellation to generate this metadata driven workflow. Participants will learn about Anchor Modeling, equivalent, metadata driven DWH automation and ETL generation with BIML.



Tim has been an ICT-professional since 2000, with extensive software engineering experience, who switched to Business Intelligence in 2006. Tim acquired an MBA degree in 2013 to understand his business stakeholders even better. Tim gets energy from creating future proof solutions that bridge business needs and information services. Tim seeks to align the business, information and application landscape from a holistic viewpoint to enable goals, reach objectives and execute the business strategy.

Tim is motivated to understand business problems and uncover true needs of stakeholders and find sustainable solutions that maximize value, reusability and flexibility and minimize development time, risk and cost.



Advanced Data Vault Design

Dan Linstedt, Empowered Holdings, LLC

This session will be a presentation covering some of the advanced details of Data Vault 2.0 Modeling, including: MPP & Big Data / Data Layout and distribution, Satellite Design, Role playing Links, Virtual Dimensions and Facts, and a few other advanced topics. Come with your questions, and get them answered.



continues to help fortune 50 clients and government customers around the world in their pursuit of BI excellence. He's an expert in Big Data, Unstructured Data Systems, and Performance and Tuning. He's also the author and inventor of the Data Vault model and methodology.

See you at DMZ

Dan is an internationally known expert in Data Warehousing and Business Intelligence. He's worked in the field for over 23 years, and