



Information Management Training & Certification

VERSION 2.4

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Data Management Advisors Ltd are a DAMA-International approved, Registered Education Provider, authorised to deliver CDMP Professional Certification training.

Multiple Levels of Training to meet your needs

Level

Introductory

Introduction to Information Management (3 days)

Information Management For The Business (½ and 1 day)

Data Modelling Foundation (1 day)

Intermediate

Information Management Fundamentals (3 or 5 days)

The “client Way” Information Management **Mentoring**

Data Modelling Fundamentals (3 days)

Advanced / Deep Dive

DAMA-I CDMP Certification Exam Cram (5 days)

Modelling for Big Data & NoSQL / Advanced Data Modelling (3 days)

Dimensional Data Modelling 1 day

Integrated Business Process, Data Requirements and Discovery (5 days)

Building & Executing a Business Data Strategy (3 day)

Data Integration Implementation & Practice (2 day)

Reference & Master Data Management Implementation & Practice (2 day)

Data Governance Implementation & Practice (3 day)

Data Quality Management Implementation & Practice (2 & 3 day)

Data Warehouse & Business Intelligence Implementation & Practice (2 day)

MetaData Management Practitioner (2 & 3 day)

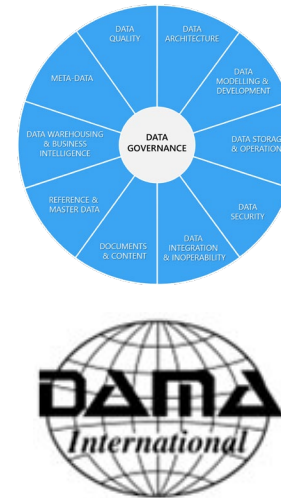
Training, Mentoring, and Executive Workshops

We offer several training courses and mentoring for practitioners and executives. Custom-built, training & awareness programs can also be delivered. The following training courses are available:

- **Building a business focused Data Strategy - 3-day course** showing the components of a business focused data strategy, how to gain input and buy-in, how to develop realistic implementation roadmaps and transition plans, and what it really means to be “data centric”.
- **Information Management Fundamentals – 5-day** intermediate course covering all of the disciplines of Information Management as defined in the DAMA Body of Knowledge (DMBoK) & the changes in DMBoK 2.0. Core aspects & methods of the Information disciplines are explored.
- **Introduction to Information Management – 1-day** high level overview course, introducing the major disciplines of Information Management, why it is critical for business today, and the core subjects within the Information Management topic.
- **Data Modelling Fundamentals – 3-day** intermediate course introducing students to data modelling, its purpose, the different types of models and how to construct and read a data model. & how data models should be used for Business improvement & understanding.
- **Advanced Data Modeling (including Data Modelling for Big Data) – 3-day** advanced course for students with existing data modelling experience to understand the human centric aspects and techniques of data modelling to enable them to build quality models that meet business needs. This also covers major data model patterns & common problem solving. The course also shows the applicability of Data Modelling in Big Data, NoSQL, and other non relational environments.
- **IM Fundamentals & Practitioner Courses** – A series of **1-day** (*foundation*) and **2–3-day** (*practitioner*) classes to give practitioners a solid background in a specific Information Management topics. The practitioner workshops explore further detail on the implementation aspects of the Information Management discipline & also cover the CDMP specialist exam syllabus, providing preparation for students seeking to take CDMP specialist exams.
 - Data Modelling Foundation (*1 day only*)
 - Data Governance & Stewardship
 - Master & Reference Data Management
 - Data Quality Management
 - Data Warehouse & Business Intelligence
 - Data Integration & Interoperability
 - Metadata Management
- **Executive Workshops – ½ day and 1-day** executive workshop(s) designed to give non-technical managers a basic understanding of a various Information Management topics and their importance to the organisation.
- **Professional Certification – 3-day and 5-day** workshop “exam cram” designed to help attendees prepare for sitting professional certifications including DAMA CDMP examinations.
- **Integrated Business Process, Data & Requirements Definition – 5-day** intensive class to show students an integrated requirements discovery and definition approach covering business process, different types of requirements modelling, and the critical role of the conceptual data model.

Information Management Fundamentals

Course Description: A 5 day COURSE (and 1-day very high level overview) covering all the disciplines of Information Management as defined in the DAMA body of knowledge (DMBoK). Taught by DAMA DMBoK(2.0) author & CDMP_(Fellow) this provides a solid foundation across the complete Information Management spectrum.



Course Objectives: To give participants a solid grounding in all of the core Information Management concepts. Additionally it provides a foundation for students considering DAMA CDMP professional certification



Course Content:

Introduction to the DMBoK: What is the DMBoK, its intended purpose and audience of the DMBoK. Changes in DMBoK 2.0, plus the relationship of the DMBoK with other frameworks (eg TOGAF / COBIT etc.). DAMA CDMP professional certification overview & CDMP exam coverage by DMBoK section.

Data Governance: Why Data Governance is at the heart of successful IM. A typical DG reference model. DG roles & responsibilities, the role of the DGO & its relationship with the PMO. How to get started with Data Governance.

Data Quality Management: The Dimensions of Data Quality, policies, procedures, metrics, technology and resources for ensuring Data Quality is measured and ultimately *continually* improved. DQ reference model. Capabilities & functionality of tools to support Data Quality management. Root causes analysis & data remediation approaches and techniques.

Master & Reference Data Management: Differences between Reference & Master Data. Identification and management of Master Data across the enterprise. 4 generic MDM architectures & their suitability in different cases. MDM maturity assessment to consider business procedures for MDM and the provision and appropriateness of MDM solutions per major data subject area. How to incrementally implement MDM to align with business priorities.

Data Warehousing & BI Management: Provision of Business Intelligence (BI) to the enterprise and the manner in which data consumed by BI solutions and the resulting reports are managed. Particularly important if the data is replicated into a Data Warehouse. Types of BI, DW and Analytics.

Data Modelling: The development, use and exploitation of data models, ranging from Enterprise, through Conceptual to Logical, Physical and Dimensional. Maturity assessment to consider the way in which models are utilized in the enterprise and their integration in the Software Development Life Cycle (SDLC). Why models are not simply for RDBMS design.

Data Architecture Management: Approaches, plans, considerations and guidelines for provision of Data Integration and access. Consideration of P2P, ETL, CDC, Hub & Spoke, Service-orientated Architecture (SOA), Data Virtualization and assessment of their suitability for the particular use cases.

Data Lifecycle Management: Proactive planning for the management of Data across its entire lifecycle from inception through, acquisition, provisioning, exploitation eventually to destruction. This IM discipline and its maturity assessment determine how well this is planned for and accomplished.

Data Security & Privacy: Identification of threats and the adoption of defences to prevent unauthorized access, use or loss of data and particularly abuse of personal data. Exploration of threat categories, defence mechanisms & approaches, and implications of security & privacy breaches.

Regulatory Compliance: The policies and assurance processes that the enterprise is required to meet. Adapting to the changing legal and regulatory requirements related to information and data. Assessing the approach to regulatory compliance & understanding the sanctions of non-compliance.

Data Risk Management: Identification of risks (not just security) to data and its use, together with risk mitigation, controls and reporting.

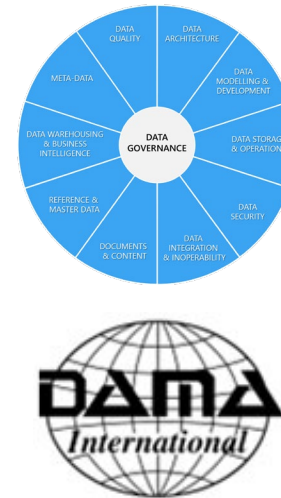
Data Management Tools & Repository: Examination of the categories of tools supporting the IM disciplines. How to select the appropriate toolset. Discussion of an example policy for use of specific technology to ensure consistency and interoperability across the enterprise.

Data Integration & Interoperability: A new discipline introduced into DMBoK 2.0. DI&I covers addresses the different types of Data Integration approaches ranging from P2P through ETL to DV and EAI. The applicability of the different approaches, issues and implications of each will be discussed together with an outline of the technologies that support these styles of integration.

Metadata Management: The purpose & use of Metadata & provision of metadata repositories and means of providing business user access, lineage and glossaries.

Introduction to Information Management

Course Description: A 3 day introductory course familiarising students with the main topics of Information Management and why it is so critical for organisations today. Taught by DAMA award winner, author & CDMP_(Fellow) this provides an introduction to the Information Management topic.



Course Objectives: To give participants a good understanding of the importance and benefits of Information Management, and to cover the major concepts and topics of the Information discipline.

Course Content:

Overview of the DMBoK: What is the DMBoK, its intended purpose and audience of the DMBoK, and the relationship of the DMBoK with other frameworks (TOGAF / COBIT etc.).

Data Governance: What is Data Governance & why Data Governance is at the heart of successful Information Management & approaches for starting with Data Governance.

Data Quality Management: Dimensions of Data Quality, metrics, technology considerations including capabilities & functionality of tools to support Data Quality management.

Master & Reference Data Management: What is Master Data & the differences between Reference & Master Data. MDM architectures & their suitability in different cases. Common benefits (and mistakes made) with Master Data Management.

Data Warehousing & BI Management: Purpose and considerations for Data Warehousing & Business Intelligence (DW/BI). Types of BI, DW and Analytics.

Data Modelling: The development, use and exploitation of data models, ranging from Enterprise, through Conceptual to Logical, Physical and Dimensional. The critical role of the Conceptual Data Model.

Data Architecture Management: Approaches, plans, considerations and guidelines for provision of Data Integration and access.

Data Lifecycle Management: Proactive planning for the management of Data across its entire lifecycle from inception through, acquisition, provisioning, exploitation eventually to destruction. The differences you must understand between the Data Lifecycle and the SDLC.

Data Security & Privacy: Identification of threats and the adoption of defences to prevent unauthorized access, use or loss of data and particularly abuse of personal data.

Regulatory Compliance: The policies and assurance processes that the enterprise is required to meet & the data implications of these.

Data Risk Management: Identification of risks (not just security) to data and its use, together with risk mitigation, controls and reporting.

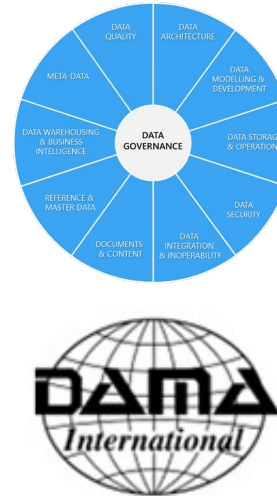
Data Management Tools & Repository: The categories of tools that can support aspect of Information Management.

Data Integration & Interoperability: A new discipline introduced into DMBoK 2.0. Consideration of P2P, ETL, CDC, Hub & Spoke, Service-orientated Architecture (SOA), Data Virtualization and assessment of their suitability for the particular use cases.

Metadata Management: The purpose and use of Metadata and provision of metadata repositories and the means of providing business user access, lineage and glossaries from these.

Building & Executing a Business Focused Data Strategy

COURSE DESCRIPTION: With Data at the forefront of business, the need for organisations to create a comprehensive Data Strategy is greater than ever, with both the increase in data regulations and the focus on data driven business strategies. This **3 day** course prepares students to create actionable strategies.



COURSE OBJECTIVES: This course will provide concrete practical approaches to get you started on your Data Strategy, the contents of a Data Strategy, and the ways in which your supporting data governance framework can be organised.

Course Content:

Establishing Goals & Gaining Buy-In:

- Motivation and drivers
- Internal factors
- External factors
- Effectively communicating needs and expected return on investment (ROI) to senior stakeholders

Data Management Maturity Assessment:

- Data management maturity assessment of the disciplines of data management.
- Maturity for Organisational Enablers of Information Management

Data Governance: Managing people, Organisation & Process:

- Steering and Governance.
- Roles & Responsibilities & People Capabilities
- Data Management Process
- Principles

Prioritising Business critical data & capabilities:

- Critical data elements
- Building the right technical architecture for the data needs Governance.
- Minimum viable product & metrics

Defining an actionable roadmap:

- Success metrics
- Priorities & Quick wins
- Roadmap, dependencies and transition steps
- Culture, Communication, Sustainability & Education
- Funding model

Data Modelling Foundation

Course Description: Part of the Information Management “Foundation” series: A **1 day** foundation class in Data Modelling to give practitioners an overview of Data Modelling, one of the most crucial of the Information Management disciplines.

Data Modeling Foundation (1 day):

- Overview of Data Modeling: What is Data Modelling, Why is Important,
- What areas are impacted and influenced by Data models, what are the benefits and uses of data models.
- Levels and purposes of data models. What are the different types and why (and when) are they appropriate.
- Data modelling basics, entities, attributes & relationships. The major constructs in data models.
- Identifying entities, model levels and linkage between them.
- Understanding the purpose of the model: Why is this being created & what are we trying to accomplish with a model?
- Different approaches to capturing requirements for creation of data models.
- Why Information Architects need to understand Business Processes since information is acted on by the processes.
- Creating a Conceptual data model & how to exploit it.
- How to use high-level data models to communicate with business people.
- Why Data modeling is NOT just for RDBMS's: How data models are important for Package selection & implementation, DW/BI, Data Integration, SOA and Communication with the business.
- Case studies on different uses of Data Models.



The diagram illustrates the 10 domains of data science, arranged in a circle around a central 'DATA' hub. Each domain is represented by a colored segment with a list of sub-topics.

- DATA QUALITY MANAGEMENT** (Blue):
 - Architecture
 - Integration
 - Control
 - Validation
- DATA ARCHITECTURE MANAGEMENT** (Green):
 - Policy
 - Cloud
 - Analytics
 - Big Data
 - Business Intelligence
 - Information Management
- DATA MODELLING** (Orange):
 - Selection
 - Communicational
 - Logical
 - Data modelling
 - Database Design
 - Database Design
- DATA STORAGE & OPERATIONS MANAGEMENT** (Yellow):
 - Acquisition
 - Retention
 - Storage
 - Transfer
- DATA SECURITY MANAGEMENT** (Light Green):
 - Access
 - Control
 - Encryption
 - Authentication
 - Accounting
- DATA INTEGRATION & INTEROPERABILITY** (Light Blue):
 - Interoperational Patterns
 - Accessibility
 - Interoperability
 - Clustering
- COGNITIVE & CONTENT MANAGEMENT** (Light Green):
 - Annotation & Metadata
 - Discovery & Discovery
 - Discovery & Discovery
 - Discovery & Discovery
- REFERENCE & MASTER DATA MANAGEMENT** (Light Blue):
 - Enhanced Content
 - Enhanced Content
 - Enhanced Content
 - Enhanced Content
- DATA WAREHOUSE & INTELLIGENCE MANAGEMENT** (Dark Blue):
 - Architecture
 - Integration
 - Control
 - Validation
- DATA MANAGEMENT** (Dark Blue):
 - Policy
 - Cloud
 - Analytics
 - Big Data
 - Business Intelligence
 - Information Management

Course Content:

- Course Objectives:** Explain the fundamental data modelling building blocks. Understand the differences between relational and dimensional models. Describe the purpose of Enterprise, Conceptual, Logical, and Physical data models. Create a Conceptual and a Logical Data model. Understand different approaches for fact finding & how to apply normalisation techniques.

- Data Modelling Basics; Entities, Attributes, Relationships Keys
- How to identify Entities and Subtypes
- Basic standards for Data Modelling
- Relationships: Cardinality, Optionality, Identifying,, Non-identifying, recursive, and many-to-many
- Rules for handling Super types, subtypes, many to many and recursive relationships
- Keys: Primary, Natural, Surrogate, Alternate, Inverted, Foreign
- Attribute properties & attribute domains
- Data Modelling Notations and tooling
- Normalisation: 1st, 2nd and 3rd normal form and a brief overview of other normal forms
- A checklist for Data Model quality
- Layout, presenting, and communication a data model to non modellers
- Why Modelling still matters for Big Data
- Why data modelling is NOT just for RDBMS's (its relevance to Packages, SOA, XML, Business Communication, Data Lineage and BI)

Advanced Data Modelling & Modelling for Big Data



Course Description: A 3 day advanced course for students with data modelling experience to show the applicability of Data Modelling in Big Data, NoSQL, and other non relational environments. Also to explore the human centric aspects of Conceptual Data Modelling, use of patterns and other advanced topics to enable them to build quality data models that meet business needs.

Course Content:

Do we still need data modelling today? Traditional data modelling focuses on resolving the complexity of relationships among schema-enabled data. However, these considerations do not apply to non-relational, schema-less databases. As a result, do old ways of data modelling apply?

This course will show Data modelling approaches that apply to not only Relational, but also to Big Data, NoSQL, XML, and other formats. In addition, the uses of data models beyond simply development of databases will be explored. Topics include:

- Data modeling recap: Modeling basics, major constructs, identifying entities, model levels and linkage between them.
- Understanding the purpose of the model: Why is this being created & what are we trying to accomplish with a model?
- Top down requirements capture: When is it appropriate, what are the limitations.
- Bottom up requirements synthesis: When this works, where is it appropriate. How do we cope with existing DBMS's and systems.
- Middle out: Is this always the best approach for requirements?
- Interviews, Questionnaires, Workshops: How to select the fact finding approach and when the are and are not appropriate.
- Why Information Architects need to understand Business Processes since information is acted on by the processes.

Course Objectives: Understand and practice different requirements gathering approaches. Recognise the relationship between process and data models and practice capturing requirements for both. Learn how and when to exploit standard constructs and reference models. Understand further dimensional data modelling approaches and normalisation techniques.

- How to capture requirements for both Data and Process needs.
- Creating a Conceptual data model and Conceptual process model.
- Improving communication between modellers and business stakeholders, & how to use high-level data models to aid communication (and when not to).
- Presenting data models to business users and how to conduct feedback sessions. A data model quality checklist
- Checking the Data vs the MetaData; why does it matter?
- Use of standard data model constructs, and pattern models:
- Understanding the Bill of materials (BOM) construct. Where can it be applied, why it's one of the most powerful modelling constructs.
- Party; Role; Relationship: Why mastering this construct can provide phenomenal flexibility.
- Mastering Hierarchies: Different approaches for modelling hierarchies.
- Dimensional data modelling: Beyond the basics with conformed dimensions, bridges, junk dimensions & factless facts.
- Data Modelling Notations and tooling
- Normalisation: Progressing beyond 3NF. 4NF, 5NF Boyce-Codd, and why, and when to use them.
- How Data models still apply for Big Data & why Schema-Less has caused massive misunderstanding
- Data modelling is NOT just for RDBMS's: Case studies on other uses.

Practical Data Governance & Stewardship

Course Description: Part of the Information Management “Foundation” and “Practitioner” series: The class covering the need for Data Governance, its outcome, typical organization structures for Data Governance, the roles responsibilities and activities involved in establishing successful Data Governance, and metrics for measuring progress of a Data Governance initiative. The 3 day class explores a Framework for and how to get started with Data Governance.

Data Governance Foundation (1 day) & Practitioner (3 day):

- Introduction to Data Governance: What is Data Governance & why it matters.
- The relationship between Data Governance & the other Information disciplines & the differences with IT Governance
- A pragmatic workable framework for Data Governance
- Data Governance & its essential position in supporting regulation and compliance
- Identifying the most appropriate Data Governance model for your organisation
- How to make the case for Data Governance and the issues faced when Data Governance is not present
- The typical roles, responsibilities, organization structures and principles for successful Data Governance
- Starting a Data Governance Program: Establishing Data Governance, program establishment and set up, developing the business case & foundation activities & the role of the Data Governance Office
- Keeping it going: Now its started; how do you sustain Data Governance. Baking Data Governance into Business As Usual activities and making it real
- Data Governance metrics and their relationship with Data Quality
- The practical activities required by the core data governance roles including the Data Owner and Data Steward
- How to identify Data Owners & Stewards & the essential skills & competencies required for Data Governance roles



Master & Reference Data Management

Course Description: Part of the Information Management “Foundation” and “Practitioner” series: A **1 day** foundation class or **2 day** practitioner class covering the different MDM architectures, genres, applications and activities involved in running a successful Master Data Management initiative. The 2 day class explores how to get started with Reference & MDM and outlines a successful framework for achieving MDM success.

Master & Reference Data Management Foundation (1 day) & Practitioner (2 day):

- What is Master Data Management & the difference between Master and Reference Data and why it matters.
- How to build the case for a Master Data initiative.
- The different types of MDM Architectures & when are they appropriate from a full central hub through hybrid to virtualised (with many flavours and variants along the way)
- The applicability of different MDM architectural styles to differing business problems and why identifying the correct architecture for your type and usage of Master Data is crucial.
- An Reference Architecture Model for MDM & RDM and exploration of the typical components and functions in the Reference Architecture.
- How to identify & select the right tooling for your environment and Master Data needs.
- Further MDM architecture considerations: Single domain and Multi domain MDM solutions, the advantages & disadvantages of each and how to determine what's most appropriate for you.
- Implementation styles: Operational & Analytical MDM. The issues and implications associated with the different approaches and why getting this right impacts future MDM success.
- A proven approach for finding the Data Subject Areas aligned to Business initiatives for starting an MDM program.
- Creating an incremental MDM implementation plan that wont break the bank.



Practical Data Quality Management

Course Description: Part of the Information Management “Foundation” and “Practitioner” series: A **1 day** foundation class or **2 day** practitioner class covering the principles, processes and activities involved in creating a Data Quality function. The 2 day class explores further detail on how to get started with Data Quality & outlines 7 steps for achieving Data Quality success.

Data Quality Foundation (1 day) & Practitioner (2 day):

- What is Data Quality vs Data Quality Management and does it matter?
- The benefits and impact of Data Quality
- Examples of Data Quality issues and their implications: How could these have been avoided?
- Classifying Data Quality – The Dimensions of Data Quality
- The relationship between DQ Dimensions, DQ Measures & DQ Metrics and their applicability.
- A workable framework for establishing Data Quality in your organization.
- The role and applicability of tools to support a Data Quality initiative.
- A reference architecture model for Data Quality tools, common functions & capabilities, differences, what to look out for & a framework for selecting DQ tooling.
- Types & applicability of Data Quality Reporting
- The relationship between Data Quality and Data Governance & the other Information disciplines
- Data Quality metrics & their relationship with Data Governance.
- Starting and sustaining a Data Quality initiative: 7 steps for achieving Data Quality success, the activities & structures required, & foundation activities
- Root cause analysis – the real key
- Roles, responsibilities, organization structures and principles for successful Data Quality.
- Sustaining Data Quality. Baking DQ into Business As Usual activities and making it real



Data Warehousing & Business Intelligence

Course Description: Part of the Information Management “Foundation” and “Practitioner” series: A **1 day** foundation class or **2 day** practitioner class covering the architectures, technologies, applicability and activities surrounding Data Warehousing & Business Intelligence (DW&BI). The 2 day class explores further detail on Dimensional Data Modelling together with different Data Visualization and DW&BI architectural approaches.

Data Warehousing & Business Intelligence Foundation (1 day) & Practitioner (2 day):

- A reference model for Data Warehousing and Business Intelligence.
- The differences between Business Intelligence, and Data Warehousing, both in the disciplines and the software environments.
- The benefits and application of Business Intelligence
- Architectures and key components of Business Intelligence and Data Warehousing
- Discover the differences between architecture styles including the Kimball & Inmon approaches
- Learn how to create and apply a Dimensional Data model
- Determine how to assess your current DW&BI readiness using a Business Intelligence maturity model
- Explore different Data Visualization approaches
- Gain an outline understanding of the different Data Integration approaches available for DW & BI initiatives
- Understand the different reporting & analytics styles and the data and process implications
- Understand the role and suitability of different technology approaches in addressing DW&BI need
- Big Data Analytics – doesn't this make DW&BI redundant?



Data Integration & Interoperability

Course Description: New for DMBoK 2.0: Part of the Information Management “Foundation” and “Practitioner” series: A **1 day** foundation class or **2 day** practitioner class covering the considerations for Data Integration, the different architectures available and their applicability. Discuss the technologies, and activities involved in Data Integration and migration. The 2 day class also explores use cases of the differing Data Integration architectures.

Data Integration Foundation (1 day) & Practitioner (2 day):

- What are the business (and technology) issues that Data Integration is seeking to address.
 - The difference between Data Integration & Data Interoperability
 - Different styles of Data Integration, their applicability and implications.
 - Understand the role and applicability of a canonical model in Data Integration.
 - Discuss different use cases of the various Data Integration architectures and approaches.
 - Understand the issues & implications of different Data Integration approaches including:
 - Point to Point,
 - Extract Transform & Load,
 - Change Data Capture,
 - Services Oriented Architecture,
 - Data Federation & Virtualisation.
 - API Architecture
 - Understand the relationship of Data Integration with the other Information Management disciplines in DMBoK 2.0.
- Note: Data Integration is a new “Knowledge Area” introduced for DMBoK 2.0**
- Outline a process for undertaking Data Integration initiatives and the typical artefacts required.



Practical MetaData Management

Course Description: A **2 day** class covering the considerations, benefits and approaches for the successful capture, storage, management and exploitation of metadata. This course will show the different types, sources and uses of Metadata and illustrate why the old definition of “data about data” masks the truth.

MetaData Management Practitioner (1 day):

- What is MetaData & why the old definition “Data about data” hides the full story
- Distinguish the different types of Metadata (e.g. Business, Data, Technical, Governance and Process)
- Discover how to capture, distribute and exploit Metadata and the various methods for storing metadata
- Appreciate the business benefit of Metadata and understand the various uses and methods for exploiting metadata
- Gain an awareness of the huge array of disparate sources of metadata and the issues faced when integrating them
- Understand the key industry standards for Metadata and understand how (and why) to exchange metadata between different components of your architecture
- Discover why a Business Glossary is a significant enabler to an organisations information literacy
- Understand the difference between a Business Glossary, a Data Dictionary and Metadata repository.
- Big Data technologies and MetaData: the uncomfortable truth about what’s missing.



Executive Workshops

Course Description: ½ **day** and **1 day** Executive workshop(s) designed to give non-technical managers a basic understanding of a various Information Management topics and their importance to the organization. The workshops introduce the Information Management topic, its drivers, benefits and actions organizations should take to ensure Information is managed as a key asset.

Workshop Content:

Often, technical practitioners express frustration in not being able to convince non-technical management of the importance of information management. Likewise, executives do not need to be encumbered with distracting technical jargon. These workshops are designed to present core Information Management fundamentals to non-technical stakeholders in an easy-to-understand, practical manner. Case studies and real-world examples are used to provide context and rationale for the need for Information Management. Topics include:

- Information Management: What is it & why is it important
- The core disciplines of Information management including:
 - Data Modelling & why Conceptual Data Models are an essential business tool
 - Data Quality Management
 - Data Governance, the glue holding all Information Management activities together
 - Big Data – what it is, and what it isn't
 - Master & Reference Data Management (MDM)
- Case studies illustrating what works & what to avoid

Professional Certification Preparation – CDMP Exam Cram

Course Description: A 3 day (and 5-day with exam practice questions) examination preparation course for students who wish to attain a Professional Data Management qualification.

DAMA CDMP

4 levels exist for the DAMA CDMP certification, Associate, Practitioner and Master, and Fellow. Different examinations are required at the early levels dependent upon the level of attainment being sought.

Associate

- Pass level for 1 exam (DM Fundamentals) is 60%

Practitioner :

- Recommended 3-5 years relevant Data Professional work experience
- Pass level for 3 exams 70% (DM Fundamentals + 2 Specialist exams)

Master

- Required 10+ years relevant Data Professional work experience
- Pass level for 3 exams 80% (DM Fundamentals + 2 Specialist exams)
- Review of practical experience with a CDMP Fellow.

Fellow

- 25+ years significant Data Management experience
- Recognised contributions to the Data Management Industry
- By appointment
- Attained all CDMP previous levels

Course Objectives: Gain familiarity with the CDMP examination format, types of questions and the most appropriate way of answering them. Understand and revise the major syllabus points. Practice taking the examinations to pass the CDMP examinations and gain recognition for your professional experience.

Course Content:

- Delivered over 3 (or 5) days in an interactive workshop including practice exam questions.
- Workshop examination preparation for each of the examinations depending on your route.
- CDMP Data Management Fundamentals Exam at the end of the course.
- 2 CDMP elective exams of the participants choosing based on one of the following:
 - Data Governance and Stewardship
 - Data & Information Quality
 - Data Modelling
 - Metadata Management
 - Data Warehousing & Business Intelligence Management
 - Master & Reference Data Management
 - Data Integration & Interoperability

Integrated Business Process, Data & Requirements Definition

Course Description: A **5 day** intensive class to show students an integrated requirements discovery and definition approach covering business process, different types of requirements modelling, and the critical role of the conceptual data model.

Understanding Business processes is critical as it's the business processes where value is delivered. Appreciating how to work with business processes is now a core skill for business analysts, process and application architects, functional area managers, and even corporate executives. Additionally, Information Architects need to understand Business Processes since information is acted on by the processes. But too often, teaching on the topic either floats around in generalities and familiar case studies, or descends rapidly into technical details and incomprehensible models. This workshop shows in a practical way how to discover and scope a business process, clarify its context, model its workflow with progressive detail, and assess it, and transition to the design of a new process by determining, verifying, and documenting its essential characteristics.

Requirements Definition: Use cases have offered great promise as a **requirements definition** technique, but many analysts get disappointing results. That's because published methods are often inconsistent, complex, or focused on internal design. The requirements definition component of the workshop clears up the confusion. It shows how to employ use cases to discover external requirements – how users wish to interact with an application – and how to use service specifications to define internal requirements – the validation, rules, and data manipulation performed behind the scenes. Better yet, it shows in concrete terms how the two perspectives interact, and demonstrates synergies with data modeling and business process workflow modeling.

Conceptual Data Modelling: Information is at the heart of all architecture disciplines and **Data modeling** is critical to the design not simply of quality databases, but is also essential to other requirements techniques. These include workflow modeling and requirements modeling (use cases and services). This is because Data Modelling ensures a common understanding of the things – the entities – that processes and applications deal with. This component of the workshop introduces entity-relationship modeling from a non-technical perspective, provides tips and guidelines for the analyst, and explores contextual, conceptual, and detailed modeling techniques that maximize user involvement.

Learning outcomes

	Capability	Target Audience	Key Learning Outcomes			
			Foundation	Skilled	Advanced	Expert
Generic	Data Management Basic Overview	All Staff	<ul style="list-style-type: none"> • Can explain what Data Management means • Understands how to apply Data Management Principles and Minimum Standards • Can explain the consequences of poor Data Management to the organisation • Can explain the expectations on all staff and how to deliver on responsibilities 	N/A	N/A	N/A
	Data Management High Level Overview for Managers and Team Leaders	Managers and Team Leaders	In addition to Data Management Basics: <ul style="list-style-type: none"> • An understanding of the application of the Data Management Minimum Standards and Principles • Able to explain the key disciplines of data management • Upholds the expectations of a Manager and Team leader in regard to data management requirements and principles 	N/A	N/A	N/A
	Data Management Overview for Project Managers, Business Analysts and Solution Architects	Project Managers, Business Analysts and Solution Architects	In addition to Data Management Basics: <ul style="list-style-type: none"> • Can explain the key data related roles and accountabilities required of Project Managers, Business Analysts & Solutions Architects • Able to challenge business requirements & deliver on data related accountabilities in own role 	N/A	N/A	N/A
	Data Management Overview for Owners and Stewards	Data Owners and Stewards	In addition to Data Management Basics: <ul style="list-style-type: none"> • Can explain the key roles and accountabilities of a Data Owner and Steward to deliver data management accountabilities in own business area 	N/A	N/A	N/A

Learning Outcomes

	Capability	Target Audience	Key Learning Outcomes			
			Foundation	Skilled	Advanced	Expert
Specialist	Data Management Fundamentals	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Can explain the major Data Management disciplines • Can explain Data Management priorities 	<ul style="list-style-type: none"> • Able to apply basic data management approaches in my role • Able to contribute or collaborate with teams on broader data management issues 	N/A	N/A
	Data Governance and Stewardship	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Able to explain the purpose, goals and objectives of data governance in role in line the governance framework 	<ul style="list-style-type: none"> • Able to practically apply processes and standards applicable to data governance and stewardship • Able to identify who key data stakeholders are for specific Data Management tasks and is inclusive in data governance requirements 	<ul style="list-style-type: none"> • Ability to assume full responsibility for managing outcomes of governance and stewardship role • Able to evaluate & assess performance and effectiveness of Data Governance in other business areas 	<ul style="list-style-type: none"> • Able to coach, train and support others in the practical implementation of data standards and governance processes • Able to critique and review / contribute to Data Governance standards
	Data Quality Management	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Able to explain the purpose, goals and objectives of data quality management in the organisation • Able to describe the key processes and activities involved 	<ul style="list-style-type: none"> • Able to practically apply processes and standards applicable to data quality management • Able to describe & apply knowledge: Data Quality Dimensions, how to write rules and analyse outcomes of assessments 	<ul style="list-style-type: none"> • Able to provide guidance & evaluate design of data quality processes and robustness of rules • Able to supervise others in data quality management activities 	<ul style="list-style-type: none"> • Able to coach, train and support others in the practical application of data quality techniques and critique assessments • Capable of leading complex cross-departmental data quality assessments

Learning Outcomes

	Capability	Target Audience	Key Learning Outcomes			
			Foundation	Skilled	Advanced	Expert
Specialist	Data Modelling	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Able to explain the purpose, goals and objectives of data modelling for the organisation • Able to describe and interpret the key components of models 	<ul style="list-style-type: none"> • Able to develop or maintain models at conceptual or logical level to comply with the organisation standards • Able to describe & apply the relevant data model governance processes • Able to apply modelling within a solution proposal 	<ul style="list-style-type: none"> • Able to provide guidance or review quality of data models • Able to supervise others in data modelling activity • Able to interpret and draw conclusions from data models 	<ul style="list-style-type: none"> • Able to coach, train and support others in the practical application of using data models in managing business data • Able to evaluate, critique and improve data models supplied by others
	Master and Reference Data Management	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Able to explain the purpose, goals and benefits of managing replicated data and establishing / maintaining reference data 	<ul style="list-style-type: none"> • Able to review current state and identify requirements for master data and reference data • Able to identify tasks and activities to address current state 	<ul style="list-style-type: none"> • Able to critically analyse requirements or approaches for managing master data or reference data 	<ul style="list-style-type: none"> • Able to coach, train and support others in the practical application of skills to determine current state, identify requirements and establish approaches for establishing management of master data or reference data • Able to evaluate pragmatic approaches for MDM/RDM • Able to critique existing approaches
	MetaData & Data Library Management	Data Stewards and Practitioners	In addition to Data Management Basics: <ul style="list-style-type: none"> • Able to explain the purpose, goals and benefits of developing and managing/using metadata 	<ul style="list-style-type: none"> • Able to review current state and identify requirements for metadata • Able to identify tasks and activities to establish and implement required metadata 	<ul style="list-style-type: none"> • Able to critically analyse approaches for establishing and managing metadata 	<ul style="list-style-type: none"> • Able to coach, train and support others in the practical application of skills to determine and manage metadata • Able to evaluate pragmatic approaches for metadata management • Able to critique existing approaches



Trainer Profile



Christopher Bradley

& is a leading Independent Information Management strategy advisor. In the Information Management field, Chris works with prominent organizations including HSBC, Celgene, GSK, Pfizer, Icon, Quintiles, Total, Barclays, ANZ, GSK, Shell, BP, Statoil, Riyadh Bank, SABB & Aramco. He addresses challenges faced by large organisations in the areas of Data Governance, Master Data Management, Information Management Strategy, Data Quality, Metadata Management and Business Intelligence.

He is **VP Professional Development for DAMA International**, past President of DAMA UK, a **primary DMBOK 2 author** and in April 2016 he became the inaugural **CDMP Fellow**, and received the **DAMA lifetime professional achievement award**. He is an **author & examiner for CDMP**, a **Fellow of the Chartered Institute of Management Consulting** (now IC), a **Fellow of the BCS**, member of several **ISO Data Management Committees (800, 27001, 55000)**, a **member of the MPO**, and **SME Director of the DM Board**.

A recognised thought-leader in Information Management Chris is the author of numerous papers, books, including sections of **DMBoK 2.0**, a columnist, a frequent contributor to industry publications and **member of several IM standards authorities**.

He leads an experts channel on the influential BeyeNETWORK, is a sought after speaker at major international conferences, and is the co-author of “**Data Modelling For The Business – A Handbook for aligning the business with IT using high-level data models**”. He also blogs frequently on Information Management (and motorsport).

Chris advises and trains Global organizations on Information Strategy, Data Governance, Information Management best practice and how organisations can genuinely manage

Information as a critical corporate asset. Frequently he is engaged to evangelise Information Management and Data Governance to Executive management, to introduce data governance and new business processes for Information Management and to deliver training and mentoring.

Chris is author of “Data Modeling for the Business” “Data is NOT the new Oil” together with several white papers and articles. He is an acknowledged thought leader in Information Strategy with considerable expertise in Enterprise Information Management, Information Strategy development, Data Governance, Master and Reference Data Management, Information Assurance, Information Exploitation, Metadata Management and Information Quality, and has successfully introduced information led business transformation programmes across multiple geographies.

