



# *DAMA International*

## *The DAMA-DMBOK Guide: Introduction*

Deborah Henderson

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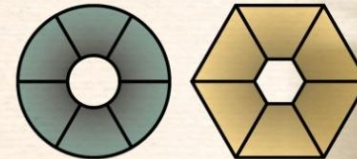
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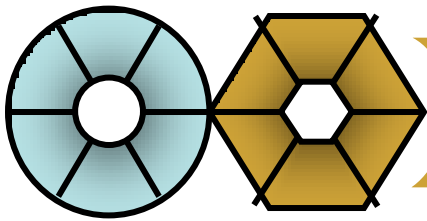


The Data Management Association  
The Premier Organization for Data Professionals Worldwide

### The **DAMA** Guide to the Data Management Body of Knowledge

1<sup>st</sup> Edition 2009

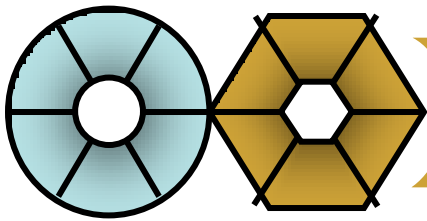




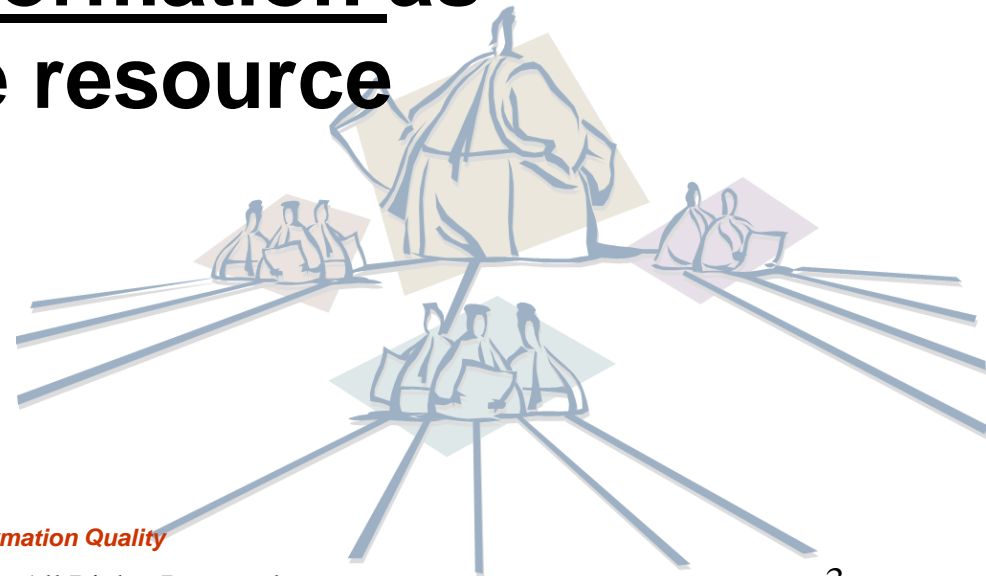
## **Deborah Henderson**

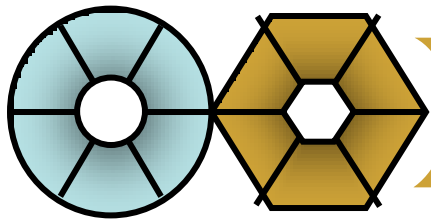
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- Sept 2009 - DA Henderson Consulting
- Offering DAMA-DMBOK implementation strategies
- Data Architect, Cap Gemini / Inergi, Toronto, ON
- Sponsor of the DAMA-DMBOK Project
- DAMA-I VP of Education and Research
- President, DAMA Foundation
- Contributing author, The DAMA-DMBOK Guide
- Contributor to the Data & Information Quality and Data Management ICCP/DAMA CDMP exams and member ICCP Council 2009



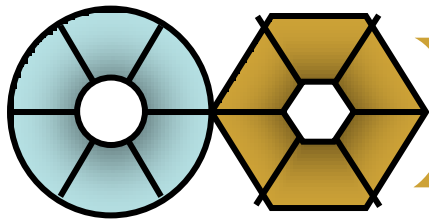
**Data Resource Management (DRM) or Information Resource Management (IRM) is the application of sound management principles and practices to data / information as a strategic enterprise resource**





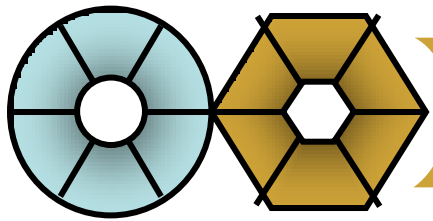
# *Information / Data Management*

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



# *IRM / DRM Requires*

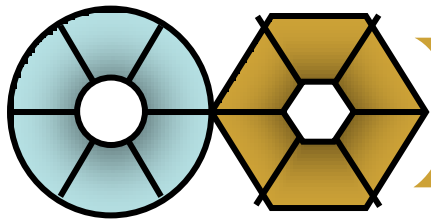
- ✦ Principles for the proper management of information/ data
- ✦ Processes to plan and develop information / data production capacity including the planning and deployment of enterprise strength databases
- ✦ Roles and responsibilities for the acquisition, application, operation, and use of information/data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



# A Maturing Profession

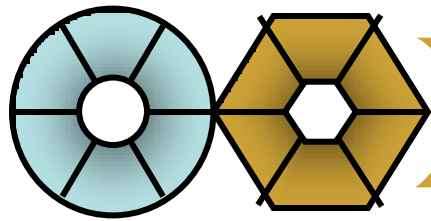
- ✦ Data and information are increasingly recognized as enterprise assets
- ✦ Data management:
  - ✦ Is an important function for *ALL* enterprises in the Information Age
  - ✦ Includes the development, execution and supervision of plans, policies and practices that guide and control the processes that acquire, maintain, apply and dispose of data and information assets
  - ✦ Requires accountabilities for all in the enterprise including business management, knowledge workers who produce and consume information, information / data management professionals, and information technology professionals
  - ✦ As a profession, has a certification program – Certified Data Management Professional (CDMP)





# *The DAMA-DMBOK Guide*

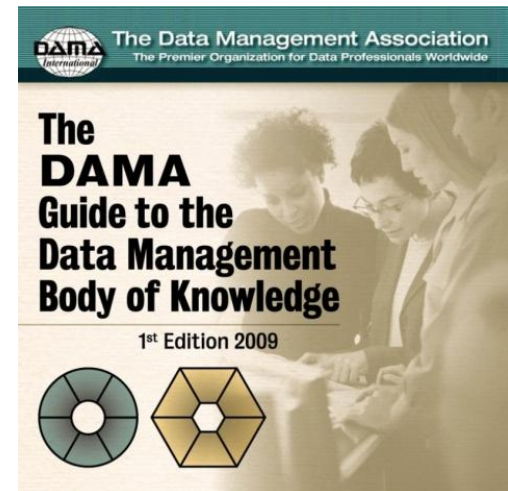
- ✿ The DAMA Guide to the Data Management Body of Knowledge (DAMA-DMBOK Guide)
- ✿ Published by DAMA International and Technics Publications
- ✿ 430 pages – in CD-ROM format
- ✿ Available NOW for purchase
  - ✿ At Enterprise Data World
  - ✿ On amazon.com
  - ✿ At technicspub.com
- ✿ Packaged with the DAMA Dictionary of Data Management CD
- ✿ Written and edited by DAMA members
- ✿ An integrated primer – a “definitive introduction”
- ✿ Modeled after other BOK documents (PMBOK, BABOK, SWEBOK, ...)



# The DAMA-DMBOK Guide

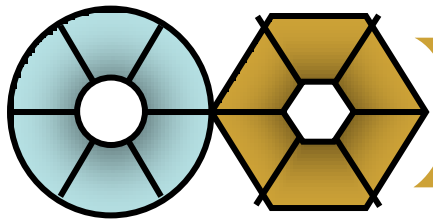
## Background

- ❖ A DAMA International project, sponsored by the DAMA Foundation and the Education & Research Committee
- ❖ 4 years to publish the First Edition
- ❖ Over 120 contributors
- ❖ Publication in Japanese Feb 2010
- ❖ This is the baseline – updates are planned, next update 2012



## Related Materials

- ❖ The DAMA-DMBOK Framework white paper is available for free download at [dama.org](http://dama.org) -- in English, Chinese, French & Spanish – 6000 downloads to date
- ❖ The DAMA Dictionary of Data Management is published on CD and available on amazon.com – 800 terms defined



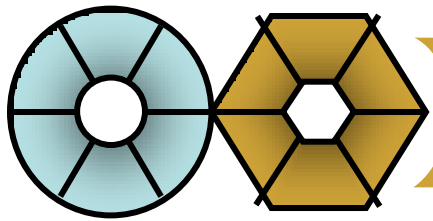
# *The DAMA-DMBOK Guide*

## 🎯 Goals

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

## 🎯 Audiences

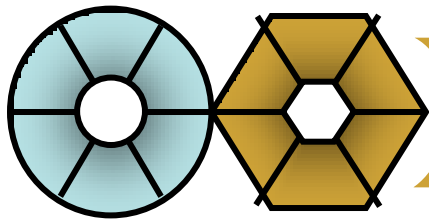
- ❑ IT professionals
- ❑ IT and business executives
- ❑ Business data stewards
- ❑ Academic educators and researchers



# *The DAMA-DMBOK Guide*

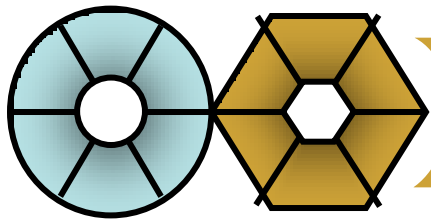
## Uses

1. Inform all audiences about data management
2. Build a common baseline understanding of data management concepts and practices
3. Help all participants understand their responsibilities
4. Point to additional sources of knowledge
5. Assist organizations develop their data strategy
6. Provide the basis for assessment and gap analysis
7. Guide implementation and process improvement
8. Help data management professionals prepare for Certified Data Management Professional (CDMP) exams
9. Guide development of higher education curriculum
10. Suggest academic research topics



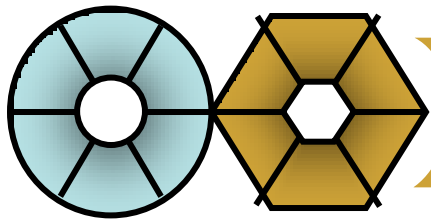
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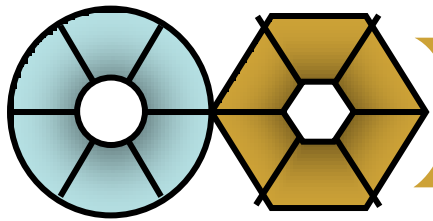
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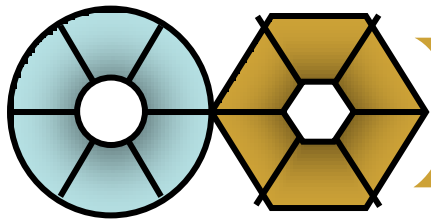
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# *Questions and Answers*



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