Current Data Management Trends and the Data Modeler

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Session Code TPHT01
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Prior to joining TechXtend, Victor worked at CA Technologies in various customer-facing roles in CA’s data modeling product development and support organization.

Victor also runs the popular Maximum Data Modeling blog and Linkedin group and has presented at CA World and ERWorld and several DAMA events, Data Modeling Users groups and Data Governance events.
Session Agenda

— Review of Data Management trends and where traditional data modelers fit in

- Big Data
- Cloud Migration
- Business Analytics
- Master Data Management
- Data Quality
- Data Governance
Data Modeling
At the Center of Your Data Management Initiatives

Master Data Management (MDM)
Cloud or SaaS
Business Intelligence + Data Warehousing
Data Governance
Application Development
Data Quality
ERP Integration
Data Management
CA ERwin
Big Data

• Check out my webinar from July
• Hadoop has become synonymous with Big Data
• Big Data is about all 3 of the 3 V’s
  • Not just Volume but Velocity and Variety
• It’s not all unstructured
  • Where will that data land?
  • Unstructured data becomes structured data
• Logical Modeling has even greater
  • Where is the physical data?
  • What does it mean?
Moving to the Cloud

- Security concerns persist but...
- Cloud is not just Public
  - Cloud strategies on-prem allow for ...aaS strategizing
  - Reusable shared resources allow collaboration and reuse
- Public Cloud is a reality
  - Users are getting more comfortable with this
  - Most of our personal data is now in the public cloud
- What data is safe to move to the cloud?
- Clean up and integration allows migration cheaply/quickly
Business Analytics

Business Intelligence is really many moving parts:
- Different teams
- Different tools
- Different databases
Organizational growth has made integration time consuming.
Strategic domain-specific data management can ease the pain.
MDM is model driven.
Source to target mapping tools can help.
MDM is not just tools.
  - Governance, Process, Policies, People.
Data Quality

The fourth V of big data – value or veracity

If we do not trust the data it is not information

A place to grade our data that multiple audiences can access

After data cleansing, we need to update our designs

Google Refine is a power tool for working with messy data, cleaning it up, transforming it from one format into another, extending services, and linking it to databases like Freebase.
Data Governance

Wikipedia says…

**Data governance** is an emerging discipline with an evolving definition. The discipline embodies a convergence of data quality, data management, data policies, business process management, and risk management surrounding the handling of data in an organization. Through data governance, organizations are looking to exercise positive control over the processes and methods used by their data stewards and data custodians to handle data.
What Can Modeling Do?

• A single tool for collaboration
• Use library structures to emulate business teams/processes
• Build a MDM model from your data assets
• Build a Enterprise Logical Data Model from existing designs
  • Derive and Synch automatically after
• Attach policy, security, process and people to data assets
  • User Defined Properties
  • Bulk Editor
• Derive domain specific or project specific models
  • Design Layers
  • Active Model Templates
• Import and Export metadata using metadata bridges
  • BI, ETL, Metadata Repository tools
Thank You – Questions?

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