

TECHNOLOGY TRANSFER PRESENTS

# CHRISTOPHER BRADLEY

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## INFORMATION MANAGEMENT FUNDAMENTALS

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**MAY 21-23, 2018**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## **ABOUT THIS SEMINAR**

This 3-day course addresses all the Information Management disciplines as defined in the DAMA body of knowledge (DMBoK) & introduces the “new” discipline of Data Integration being introduced in DMBoK 2.0. Taught by an industry recognized DAMA DMBoK(2.0) author and CDMP(Fellow) this course provides a solid foundation across all of the disciplines across the complete Information Management spectrum. By attending the course, delegates will get a firm grounding of the core Information Management concepts and illustrate their practical application with real examples of how Information Architecture is applied. Additionally this course provides a solid foundation for students wishing to consider proceeding to take the Industry professional DAMA CDMP certification.

### **WHAT YOU WILL LEARN**

At the end of the course, delegates would have gained the following:

#### **Level set understanding e terminology**

- Learn about the need for and application of Information Management disciplines for different categories of challenges
- Explore an Information Management framework and understand how it aligns with other architecture frameworks
- Explore concepts such as lifecycle management, normalisation, dimensional modelling and data virtualisation and why they are important
- Understand the critical roles of Master Data Management and Data Governance and how to effectively apply them

#### **Pragmatic Learning**

- Learn the different MDM architectures, their suitability for different needs and how best to implement Master Data Management approaches
- Develop a set of usable techniques that can be applied to a range of Information Management challenges
- Learn the best practices for managing Enterprise Information needs
- Through practical examples, learn how to apply techniques in Information Architecture planning

### **AUDIENCE**

Practitioners involved in Information Management, Data Governance, Master Data Management and Data Quality initiatives including:

- Information Managers
- Information Architects
- Data Architects
- Enterprise Architects
- MDM Managers
- Data Governance Managers
- Data Quality Managers
- Information Quality Practitioners
- Business Analysts
- Executives
- Technology Leaders
- Business Technology Partners

# OUTLINE

## 1. Introduction to the DMBok

- What is the DMBok, its intended purpose and audience
- Changes in DMBok 2.0, and the relationship of the DMBok with other frameworks (TOGAF / COBIT etc.)
- DAMA CDMP professional certification overview and CDMP exam coverage by DMBok section

## 2. Data Governance

- Why Data Governance is at the heart of successful Information Management
- A typical DG reference model
- DG roles and responsibilities, the role of the Data Governance Office (DGO) and its relationship with the PMO
- How to get started with Data Governance

## 3. Data Quality Management

- The Dimensions of Data Quality, policies, procedures, metrics, technology and resources for ensuring Data Quality is measured and ultimately continually improved
- A DQ reference model and how to apply it
- Capabilities and functionality of tools to support Data Quality Management

## 4. Master and Reference Data Management

- The differences between Reference and Master Data
- Identification and management of Master Data across the enterprise
- 4 generic MDM architectures and 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

## 5. Data Warehousing and 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

## 6. Data Modelling and Metadata Management

- Provision of metadata repositories and the means of providing business user access and glossaries from these
- 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 System Development Life Cycle (SDLC)

## 7. Data Integration and Architecture Management

- What are the business (and technology) issues that Data Integration is seeking to address, the different styles of Data Integration, their applicability and implications
- The approaches, plans, considerations and guidelines for provision of Data Integration and access
- Consideration of P2P, ETL, CDC, Hub and Spoke, Service-Oriented Architecture (SOA), Data Virtualization and assessment of their suitability for the particular use cases

## 8. 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

### 9. Data Risk Management, Security and 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 and approaches, and implications of security and privacy breaches
- Identification of risks (not just security) to data and its use, together with risk mitigation, controls and reporting

### 10. 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 and understanding the sanctions of non-compliance

### 11. Data Management Tools and 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

### 12. Master and Reference Data Management

- Core roles and considerations for Data Operations
- Obstacles to performance
- Good Data Operations practices

### 13. Records and Content Management

- Why document and records Management is important
- The records Management lifecycle
- Audit and records control

**Christopher Bradley** has spent 35 years in the forefront of the Information Management field, working for leading organisations in Information Management Strategy, Data Governance, Data Quality, Information Assurance, Master Data Management, Metadata Management, Data Warehouse and Business Intelligence. Studying Chemical Engineering at University Mr. Bradley's post academic career started for the UK Ministry of Defence where he worked on several major Naval Database systems and on the development of the ICL Data Dictionary System (DDS). His career included Volvo starting as lead data base Architect, Thorn EMI as Head of Data Management, Readers Digest Inc. as European CIO, and Coopers and Lybrand (later PWC) where he established and ran the International Data Management specialist practice. During this time he led many major international assignments including Data Management strategies, Data Warehouse implementations and establishment of Data Governance structures and the largest Data Management strategy ever undertaken in Europe. After PWC Mr. Bradley created and ran a UK Consultancy practice specializing in Information Management and led many Information Management strategy assignments in the Financial Services, Oil and Gas and Life Sciences sectors.

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within May 7, 2018</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>DISCOUNT</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 1700

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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organisation .....

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