

# **DG-02 CREATING AND IMPLEMENTING A DATA STRATEGY**

## **DG-02-00 About the Course (8 min)**

## **DG-02-01 Introduction to Data Strategy (35 min)**

- Components of a Data Strategy
  - Basics
  - Considerations
  - Organization
  - What Management Cares About?
- Why Have a Data Strategy?
- Data in a Typical Organization
- Gain Control
- Support the IT Strategy
- Data in the Dark Ages
- Enlightened Organization
- Critical Success Factors
- How to Implement a Data Strategy?
- Best Practices

## **DG-02-02 Data (66 min)**

- Data Quality
  - Management Support
  - Evaluation/Diagnosis
  - Data Timeliness
  - ETL Validation
  - Triage – Prioritization
  - Cost of Cleansing
  - Responsibility for Data Quality
  - Best Practices
- Metadata
  - Management Support
  - Metadata as the Keystone
  - Which Metadata to Capture?
  - Responsibility for Capturing Metadata
  - Responsibility for Metadata Maintenance
  - Business Metadata
  - Technical Metadata
  - How will Metadata be Captured?
  - How will Metadata be Used?
  - Inventory
  - Best Practices

- Information Integration
  - Integrating Business Data
  - Data Redundancy
  - Different RDBMSs & their Impact
  - Data Migration
  - Should Data be Dropped?
  - Should Data be Converted?
  - Should Data be Integrated/Consolidated?
  - Best Practices
- Data Warehouse & Business Intelligence
  - Goals and Objectives
  - Examples of Goals and Objectives
  - Architecture
  - Data Storage
  - Data Mining
  - Tools
  - Methodology
  - Project Agreement or Statement of Work
  - User Expectations
  - Service Level Agreements
  - Resources
  - Best Practices

### **DG-02-03 Organization & Technology (64 min)**

- Roles & Responsibilities
  - Database Administrator
  - Data Administrator
  - Data Quality Administrator
  - Security Administrator
  - Architect
  - Best Practices
- Data Ownership
  - The Data Owner
  - Data Creation
  - Data Access
  - Performance Requirements
  - Availability Requirements
  - Historical Requirements
- Security & Privacy
  - Categorization for Security/Privacy
  - Responsibility
  - Mechanism for Establishing Procedures
  - Security Audit
  - Regulatory Issues
  - Data Sharing
  - Sharing Inhibitors
  - Motivation/Incentives to Share
  - Management Direction on Sharing
  - Best Practices

- Product Requirements & Standards
  - RDBMS
  - RDBMS Choices
  - Why Standardize the RDBMS ?
  - Relation to Platform
  - What Application is RDBMS Being Used for ?
  - Tools/Utilities
  - Organization Standards for Products
  - Criteria for Selection
  - Responsibility for Selection
  - Single Vendor vs Best of Breed
  - Deals/Negotiations
  - Relationship with Vendors
  - Databases Required by the Application Packages
  - Impact of Packages
  - Best Practices
- Performance & Measurement
  - Categorization for Performance
  - Categorization for Availability
  - Capacity Planning
  - Monitoring and Measuring
  - Service Level Agreements
  - Tuning
  - Roles and Responsibilities
  - Reporting Performance
  - Measurement Tools
  - Measurement Usage
  - Reporting to Management
  - SLAs – Additional Comments
  - Best Practices

#### **DG-02-04 Conclusions & Next steps (40 min)**

- Best Practices
- How to Implement a Data Strategy?
- Data Strategy PowerPoint Deck
  - Current Situation Assessment
  - Data Quality
  - Metadata
  - Information Integration
  - Data Warehouse & Business Intelligence
  - Organization
  - Security & Privacy
  - Product Requirements & Standards
  - Performance & Measurement
- Additional Materials
- The Final Word