



***Creating And
Implementing A Data
Strategy***
by Sid Adelman



Module 0. About the Course (8 min)

Module 1. 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*

Module 2. 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*



DG-02: Creating and Implementing a Data Strategy

- 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

Module 3. 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



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- 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

Module 4. 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*