



Whitemarsh

Information Systems Corporation

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www.wiscorp.com

Website Announcement

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Announcement Topics

February was a short but action filled month. First, Whitemarsh attended an ANSI database standards meeting in St. Petersburg, FL in advance of an ISO international meeting in Kobe, Japan. Whitemarsh continued its outreach to DAMA by presenting before various chapters around the country. Whitemarsh also presented at the DebTech Metadata Conference in Orlando.

Also this month:

- Whitemarsh created and presented a Data Management Capability Maturity presentation for the March DAMA New Jersey meeting.
- Whitemarsh revised the Data Interoperability course, workshops, and the one-day Data Interoperability Strategy seminar.
- Whitemarsh has updated and re-posted the Database Objects book to the website. It is now available for member download.
- Whitemarsh has begun initial steps to republish a number of its books in paperback in an on-demand format.

Finally, we have posted two Data Interoperability brochures, one for the Strategy Seminar and the other for the Workshop. Each contains a full topical outline. The URLs for these two documents are:

- Data Interoperability Strategy Seminar at <http://www.wiscorp.com/bp/disstb.pdf>
- Data Interoperability Workshop at <http://www.wiscorp.com/bp/diwtb.pdf>

Whitemarsh is delivering the Data Interoperability Strategy seminar to several audiences around the country in the next few months. Please check the website at http://www.wiscorp.com/upcoming_events.html



SQL 200n

The St. Petersburg, FL meeting was mainly concerned with the review of papers for the upcoming Kobe, Japan meeting. There were 104 papers in all. Two papers stand out: the Oracle paper on “Clean up” and a revision of the SQL/MM paper from Japan on SQL History.

Fred Zemke from Oracle has been intensely studying the overall SQL document set and has noticed a great deal of areas that could stand to be re-written so as to become more understandable. Fred’s efforts have been concentrated on Cursors and subqueries. The papers bring a whole new sense of order and understanding to the texts. Everyone who reads the SQL texts over the next six months will be very grateful to Fred. Buoyed with support Fred intends to target other areas in the standard for clean-up.

The SQL/MM paper on History actually contains two components. The first component addresses “what” is archived, and the second component addresses the whole concept of transaction history and periods of history. While the paper seems to be addressing a clear void in the standard it suffers from two significant problems. The first is a very over simplistic model of the content of history. According to the paper, whenever a history record is to be created, the entire row of data is copied and then a set of history column values are appended to the row before it is stored. The proposed strategy had several problems. As proposed, it disallows any vendor flexibility to engineer both efficient and high-performance solutions. These are precluded because the proposal has an explicit base-table based approach versus a view based approach. Additionally, the proposal has an explicit SQL syntax based approach for all the processes that accomplish history. These problems should be fixed before the proposal is accepted. If accepted but not fixed, SQL database users would certainly not employ this history based approach as it would be too costly.

Also completed during February are new drafts of the SQL base documents. These have all been posted to the SQL standards section of the Whitemarsh website.

Capability Maturity Model

Work on the Whitemarsh set of materials related to the Capability Maturity Model has continued. A half-day presentation and demonstration has been created and will be delivered to DAMA New Jersey in early March. Hearing from New Jersey members about the usefulness of a DM/CMM development and delivery strategy, and about the value proposition of having an DM/CMM capability in their organization will very valuable. The abstract of the New Jersey DM/CMM talk follows:

Data Management Programs are difficult to measure and predict any ROI on efforts to make improvement. The SEI Software Maturity Model is well known and the SEI has now



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gathered sufficient statistics that prove that the costs to increase an SEI level in one or more Key Process Areas (KPA) has payoffs.

Bret Champlin of Chicago DAMA created a presentation that identifies more than 20 different DM/CMMs, and also describes several including the one developed by Bert Parker of the MITRE Corporation, and the Data Management Maturity Model (DM3) developed by Virginia Commonwealth University

This talk describes the architecture of an DM/CMM, and then shows how the results of the Data Management assessment can be set within the contexts of individual projects and programs.

Additionally, the talks shows how an enterprise's existing data management processes can be compared to "ideal" data management processes so as to show what the enterprise has to do to move from one SEI level to another for given KPA.

The talk outlines a strategy for creating an DM/CMM and then subsequently validating it and making it reliable. Finally the talk shows how an organization can self-administer, track results, and evolve and maintain their own DM/CMM.

Website Updates

The website update for March includes:

- An updated set of SQL 200n documents to the SQL Standards section
- 10 or so new SQL documents to the SQL Standards section
- A revised copy of the Database Objects book which may be downloaded by members
- A complete set of topical outlines for the Data Workshop materials.

Data Interoperability Workshops

Whitemarsh continues to get positive feedback on its proposal for the Data Interoperability Workshop and Strategy seminar. Several Data Interoperability Strategy seminars have already been scheduled for this Spring.

There was a request for a separate description and topical outline for the Data Interoperability Strategy seminar. This was created and sent to the requestor. Topical outlines for workshop lecture materials and for the workshop itself have also been created. The complete set of descriptions and topical outlines have been posted to the Whitemarsh website.



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The workshops have now been grouped into four interlinking collections: Enterprise Architectures, Information Systems Planning, Reverse Engineering, and Forward Engineering. These reflect how the work is actually accomplished during data interoperability projects. All the materials have been adjusted and will be used for all the presentations. Please consult the website for access to the updated Data Interoperability Seminar and Workshop descriptions and topical outlines.

Whitemarsh looks forward to visiting the various DAMA members. Hearing about your real-world problems provides us the necessary feedback to ensure that our workshops and seminars are well focused.

Again, if you are either a member of DAMA and do not know about our proposal, please email us at Whitemarsh@Wiscorp.com. A DAMA business proposal will be sent to you immediately. You can then forward it to your chapter for consideration. Alternatively, if you are a corporation or government agency please email us at Whitemarsh@Wiscorp.com. An analogous data interoperability business proposal will be sent to you immediately.

DebTech Metadata Conference

Whitemarsh presented before the *Metadata and Data Modeling Summit* that was hosted by DebTech (<http://www.debtechint.com>). It was well worth attending. The speakers were all great. Their content was based on experience, and honed over lessons-learned. The interaction from all the attendees in the classes was insightful and provided a real boost to the talks' content. I can't think of a single session that didn't provide information of immediate value.

Anne Marie Smith delivered a great tutorial on *metadata best practices*. Good delivery of the basics, good strategies. She even made the tutorial attendees divide into groups and attempt to reach consensus on key issues. Good value.

Peter Aiken delivered a good tutorial on how to *assess data management* in general. He employed the Data Management Maturity Model (DM3) architecture to explain how an assessment would be engineered, conducted, and then employed to advance data management within an organization.

Claudia Imhoff, who in a past life was schooled in finance & accounting, delivered a very thorough presentation on *Sarbanes-Oxley*. The impact of this legislation is a real opportunity. This legislation has caused corporations to closely look at their data practices. Corporation



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Officers have to sign on the bottom-line that their “books” are true. Claudia also pointed out a number of undesirable side effects of the legislation that could dramatically affect American business. For example, must an enterprise report to the stock holders on all its secret, competitive-advantage research projects? Would competitors be “listening?”

Seth Early presented a good talk on *taxonomies*. What are they? How are they created? And what value do they have in a data management program and metadata architecture.

Malcolm Chisholm delivered a great presentation of the pros and cons of *buying vs. building a metadata repository*. Clearly it was not a matter of whether to have a metadata repository, but one of whether to build one or buy one. The talk fundamentally centered on the fact that a metadata repository is a database object for data management. It must have mission, functions, organizations, data models, and supporting information systems. If a metadata repository project is either vague or too general in scope and purpose, it will likely fail. Malcolm also advanced the proposition that there cannot, nor should be, one metadata repository for all reasons, or even one overarching repository for the entire enterprise. Whitemarsh completely agrees with both of those propositions. Whitemarsh also completely agrees with the idea that a metadata repository should be built, and extended, from the foundation of an already engineered metadata repository.

David Hay delivered a provocative presentation on *Advanced Data Model Patterns*. David was unfazed by questions about whether the ER modeling approach should be discarded for the UML approach. David responded with clear and compelling reasons for not only retaining the ER modeling approach, but also for extending and advancing it.

Of course, Greg Keller from Embarcadero delivered a good talk on *mapping your enterprise data architecture strategy to key goals and objectives*.

Overall the conference was great. The interaction with speakers was rewarding, and the interaction among such a good set of attendees was invaluable. I eagerly await the next Metadata and Data Modeling Summit conference.

