9:50 a.m. – 10:50 a.m. *(Concurrent Sessions)*

Data Strategy: Global Modeling & Knowledge Management for Local Content

Stephan Stadelmann
Partner
FINSTRAT AG

To manage, consolidate and cross reference data content from different data suppliers in different languages and at the same time manage knowledge, quality and processes has become the key to survival in the data management industry.

Data model, metadata and knowledge management considering both business and operational needs are part of a data strategy that has to pack local needs in global views... and yet maintain cost effective and competitive data operations. In the presentation Stephan will cover:

- Why a global data strategy for local needs
- What to consider in a global design for local views
- Why Entity Relation prevails Object Oriented in a global content data model
- How to integrate design, metadata, process and manage change effectively
- Practical considerations and compromises made

Partnering for Static Data Management…the Foundation for Business Rules

Barb Morgan
Meta-Data & Repository Team Leader
Allstate Insurance Company

Catherine Nolan
Enterprise Codes Analyst
Allstate Insurance Company

Find out how managing essential pieces of data, including the allowable codes and their meanings, is the first step toward supporting business rules consistently. Who are the key players in this process? How do you make the leap from managing data to providing it to applications for use in enforcing data constraints? And when your primary business client decides a package is the answer to all their problems, how do you integrate existing data (and rules) into that packaged environment with a minimum of pain? Barb Morgan and Cathy Nolan will describe the approach taken at Allstate, and demonstrate the tool that manages the coded information and controls the deployment of this data to the applications.

- What is Static Data Management?
- Key Players in Static Data Management
- The Static Data Management Process
- How Are Static Tables Used in Applications?
- Tool Demonstration
- Integration with Packaged Solutions

Architecture for Flexibility: How to Develop a Highly Flexible Data Architecture

John Duncan
Director, Data Architecture
Fannie Mae

In the early '90s, client/server technology was unproven and often unreliable. To avoid the dreaded "single point of failure", companies often deployed client/server applications as loosely coupled (stove-pipe) applications, and relied on point-to-point batch feeds to pass data between applications. The result was a data architecture characterized by highly redundant databases and spaghetti-like interfaces. Companies are now finding that the data architecture of the client/server era will not meet the needs of the internet-age. Internet protocols such as ebXML and SOAP, industry standards, and technology advances are driving entire industries to rapidly and dramatically change.

This presentation will focus on the process to develop a highly flexible data architecture. It will describe our general approach, the tools, and techniques we used. We will also discuss the design principles for flexibility and address the trade-offs we made when balancing flexibility with operational considerations, such as performance, scalability, and maintenance. Finally, we will discuss lessons learned during this effort.

Organize Reporting Point-Solutions into a Data Warehouse

Casey Welch
Data Architect
Hallmark Cards

How can you streamline your reporting process and reducing redundant development efforts? Can your company move from "reports" to data warehousing and decision support?

This presentation utilizes a real-life example of a startup telecom company's quest for information from its huge transactional databases. When your company needs everything, NOW, where do you start? The process defined in this presentation will move you from analysis paralysis into systematic, data warehouse projects through the development of a conceptual enterprise information model. Attendees will learn about a methodology that produces a framework for timely, accurate operational reporting and Decision Support activities. This process can produce efficient data stores that serve short-term reporting needs and scalable, long-term enterprise information.

- Efficiently define corporate information needs through a conceptual corporate data model
- Streamline the overwhelming task of creating a corporate model through an object-oriented, "what does the business need" approach
- Enable definition of achievable projects that are based on enterprise requirements
- Consolidate the project-oriented report "silos"
- Facilitate cleanup of transactional reference data

Building a Web-Enabled Message Repository to Support XML Messages

Mary Hawley
Vice President
J.P. Morgan

J.P. Morgan started using a metadata repository product back in 1996. Right from the beginning, we extended the underlying meta-model to capture the semantics and data structures of message formats. The emphasis was to provide the business-user view of message content to our users worldwide via the web. Message formats are stored once using business terminology and utilities are used to generate technical structures for multiple platforms. In the fall of 2001, we built an XML-enabled interface to the object-oriented modeling tool, Rational Rose. Developers can now design formats using UML and browse and reuse repository formats directly from the Rose environment.

- The "logical model" approach for capturing message format metadata and our approach for extending the business vocabulary used in message structures.
- Description of the Message Repository to Rational Rose interface: users can interactively check-in, checkout and add new messages
- A description of how we used XML Schema and SOAP protocols to implement the interface
- Ideas about how to provide XML support for legacy formats

Active Meta Data as an Enabler of the ODS within an Enterprise Data Architecture.

Leonard Dawson
IS Senior Analyst
New York State Electric & Gas Corp.

Jerry McConnell
IS Senior Analyst
New York State Electric & Gas Corp.

This presentation explains how the data extract, integration, transformation, and update processes for an ODS can be architected to achieve integration of data design, active meta data, passive meta data, and meta data driven processing. When developing an in-house solution for ODS processing, meta data driven processing offers significant advantages over traditional custom application code solutions. The presentation draws on the experience gained from the successful implementation of a meta data driven ODS architecture at New York State Electric & Gas Corp. (NYSEG).

- What does a Meta Data Driven Process Model look like?
- What does the Supporting Meta Data Model look like?
- How are the Components of the Architecture Integrated: Passive Meta Data, Active Meta Data, Meta Data Driven Process and the Deployment Data Model?