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Defining & Executing your  
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## Presenter



### Jan Henderyckx

is a highly rated  
consultant, speaker  
and author who has  
been active in the

field of Information Management  
and Relational Database  
Management since 1986.

He has presented, moderated  
and taught workshops at many  
international conferences  
and User Group meetings  
worldwide. Jan's experiences,  
combined with information  
architecture and management  
expertise, have enabled him  
to help many organisations to  
optimise the business value of  
their information assets.

He is a Director of the Belgium  
and Luxembourg chapter of  
DAMA (Data Management  
Association) and runs the  
Belgian Information Governance  
Council.

He has published articles in  
many leading industry journals,  
and has been elected to the  
IDUG Speakers Hall of Fame,  
based upon numerous Best  
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# Defining & Executing your Information Strategy

Jan Henderyckx

## Overview

Information is becoming a cornerstone of many organisations. Consider the movement towards "open data", information as a competitive advantage, "empowering" the workforce, master data initiatives, personalised shopping experiences and marketing, cross functional information usage, and many other examples of information creating business value. On the information risk side there are increasingly governance and compliance rules that try to protect society and personal information. Information has clearly become a corporate asset. The business needs to take the lead and recognise the value of information and develop an information strategy. During this two day seminar you will learn how you can turn your organisation around and make it more information centric.

## Learning Objectives

- Learn how to engage your business and have them take the lead and recognise the value of information.
- Learn how to adapt the organisation to make information centric
- Learn how to establish an information governance organisation
- Learn how to manage speech communities and business vocabularies
- Learn how to align your IT with your information strategy
- Get more value out of your MDM projects
- Select the proper Enterprise Information platform to support your information strategy.

## Seminar and Workshop Outline

### Introduction

- The value and risk of accurate and trusted information
- The impact of declaring Information a corporate asset
- Measurement of information value including confidentiality, integrity, availability, compliance, reliability effectiveness and efficiency.
- Common information challenges

### Information Strategy

- Information Governance Mission and Vision
- Information and data policies
- Types of information and how to deal with them
  - Master and Reference Data
  - Transactional Data
  - Unstructured data

### Information Management Methodology

- Introduction to the DMBOK
- The four information pillars; Define, Govern, Architect and Enable
- The "Continuous Improvement Methodology" as a generic blueprint
- Integrating your information management with other frameworks such as TOGAF and COBIT

### Information Definition

- Managing business semantics through correct definitions and information criteria
- Establishing 'speech communities' and vocabulary management
- Defining data and information includes semantic, syntactic and lexical rules so we can make sure names are consistent. Build your own common shared vocabulary based on your business information model.
- Definition versus Discovery
- Dealing with "closed systems" including ERP
- Building or buying a vocabulary or business semantics

### Information Governance

- Structural Compliance
  - Transforming the Information model to a data model
  - Mapping the information to the data
  - Linking to the IT portfolio management
- Content Compliance
  - Defining and transforming information quality rules to executable constraints
  - Assessing the information quality

- Defining the content compliance roles
- Root cause analysis of quality concerns

### Data Architecture

- Patterns for Data Architecture, managing the number of systems of entry and systems of record
  - Rule/Policy based synchronisation
  - Virtual MDM
  - Enterprise MDM
- Linking the data architecture to the Enterprise Architecture
- Linking the data architecture to the design and implementation

### Information Enablement, establishing the information capabilities

- Capabilities required to support your information strategy
- Positioning the information management patterns; virtualisation, Extract-Transform-Load, Enterprise Application Integration, Webservices, Enterprise Service Bus, Change Data Capture, ...
- Managing the information life cycle
- Managing test data

### Executing the Information Strategy

- Master Data Management
  - Designing an MDM-System
  - Building and implementing an MDM system
  - Buying an MDM system
- Implementing an 'Information centric'-organisation
  - Roles, responsibilities and processes
  - 'Information Governance' in the context of other domains, (Enterprise Architecture, Master Data Management, Knowledge management, Business Intelligence, etc.)
    - Organisational structures
- Challenges for the implementation of an 'information governance'-program
  - Information in a 'process centric' organisation
  - Defining the correct scope
  - Understanding and translating business priorities

### Metadata management

- Achieving lineage with a metadata repository
- Requirements for metadata management
- Standards and their applicability

## Audience

Both IT and Business people who want to know more about managing Information as a strategic asset, Information Governance and Master Data Management ....

- IT Managers
- Information Architects
- Enterprise Architects
- Solutions Architects
- Data Architects
- MDM project leaders
- BICC Managers
- Business Intelligence Specialists
- Business Analysts
- IT Consultants
- IT Strategists
- Database Administrators
- Information Stewards
- Business personnel who require quality information

## Special Features

- The seminar is based on Jan's experience transforming companies to being information centric.
- The proposed methodology can be used in conjunction with the DMBOK processes.

## Registration Information

### Registration Fees:

**Full payment or a purchase order is due prior to the event.** Payment may be made in Sterling (£) or Euros (€). If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (20%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

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**The registration fee includes** the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

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### Hotel Accommodation and Seminar Venue Details

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### Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event  
12.30 – 13.30 Lunch 13.30 – 17.00 Event

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## Registration Form

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Event name & date .....

2. Surname ..... Mr/Ms/Mrs/Dr .....

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