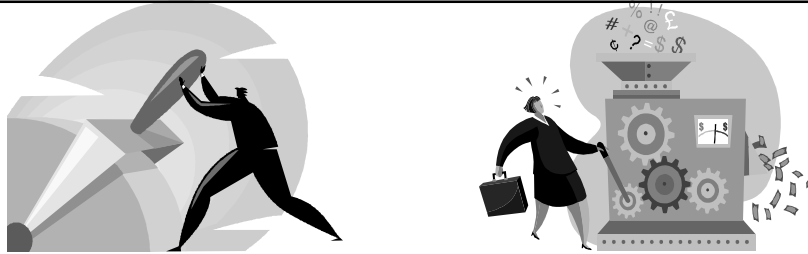


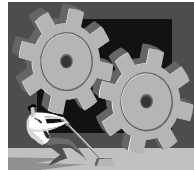
# Leveraging Legacy Data

Corinna Martinez, Sacramento Valley Chapter, Project Management Institute



## Leveraging your Legacy Data

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PMI- Sacramento Valley Chapter



## Overview

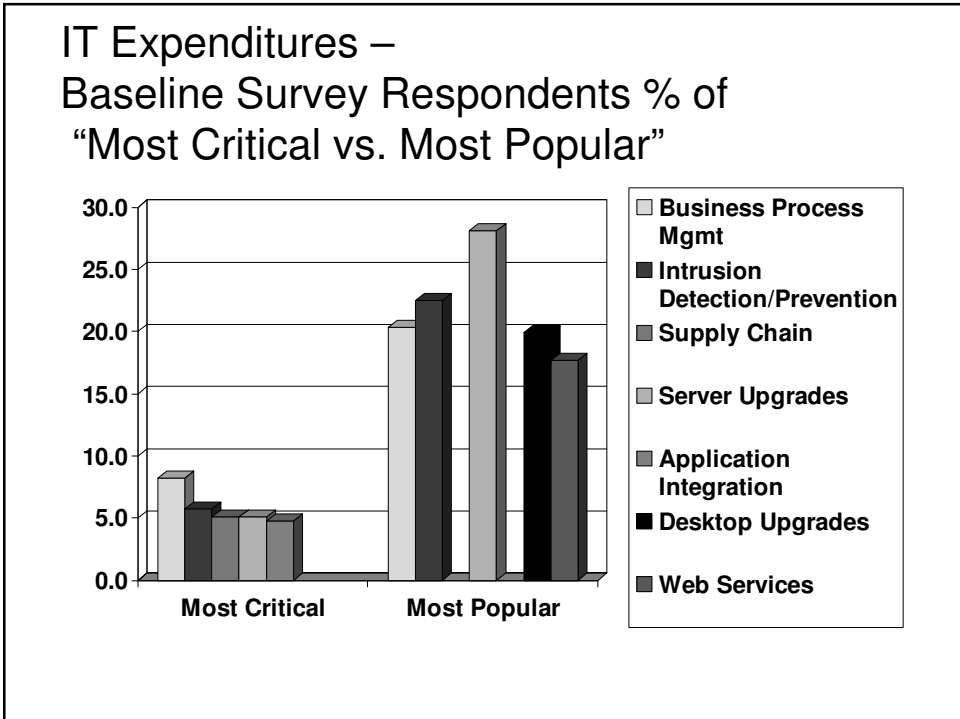
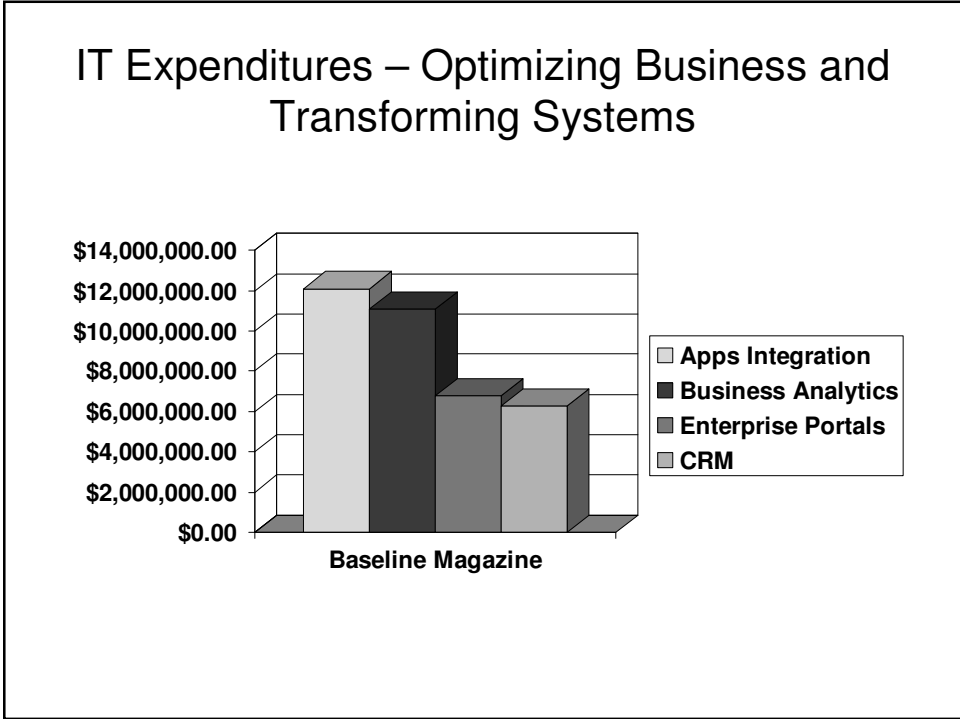


- IT Expenditures
- Trends, Terms, Optimization and Quality
- Assessing Legacy Databases
- Top Ways to Repurpose Data
- Tools, Roles and More Terms
- From Data to Information Maturity Model
- Analyzing Data and Reuse
- Cautionary Tales of Data and Re-Use
- Choosing Projects
- Summary

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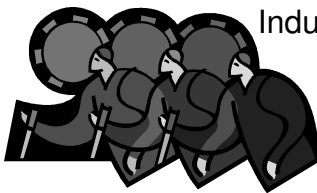
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## Technology “Trends”

- Sustaining Infrastructure
- EDI-based messaging
- Large Mainframes
- Data proliferation
- Frame relay WAN
- Proprietary Systems
- Inside/Corporate Standards
- Enhancing IT
- XML & Web Services
- Linux-based open-source systems
- Data consolidation
- VPN
- COTS
- International /National/ Industry Standards



## Technology Terms: What they Mean

- Sustaining Infrastructure – Spending money to keep the machines and provide the support that keep all the critical applications and data going
- Data proliferation – Data everywhere that hopefully matches in content and understanding of said content by users – can be used as a positive or negative description of your data
- Proprietary Systems – Not shared with outside systems or entities, expensive to fix
- Inside/Corporate Standards – That is the way we do it here and it works, usually supersedes any other standard except those that might land someone in jail
- Enhancing IT – Spending more money for IT tools and services, some of which have arcane tools and inadequate services
- Web Services – a software system designed to support interoperable machine-to-machine interaction over a network – requires interfaces, standards, agreement on content and security of applications – consulting and maintenance are largest costs
- Data consolidation – Bring varied sourced of data together to create a single version of the data requires business user agreement, analysis and tools to bring it all together
- International /National/ Industry Standards – Someone else thought up the standards and they have some experience in their use – expertise can be bought or brought to an organization, non-compliance can be even more costly

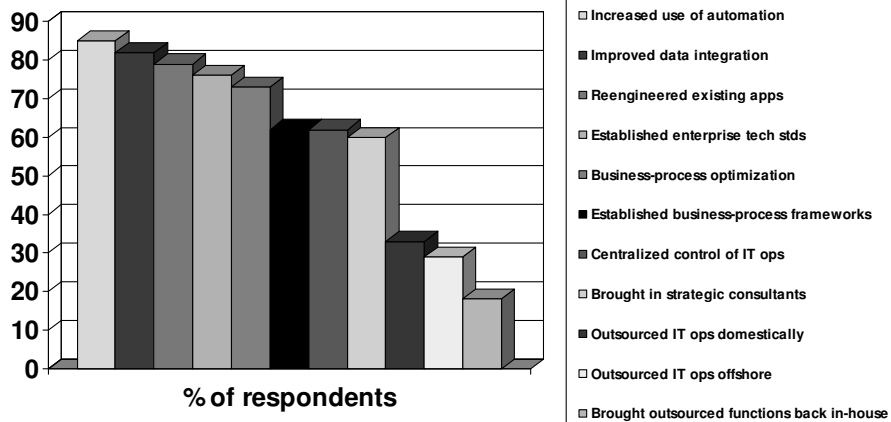
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## More Technology Terms: What they Mean

- EDI-based messaging - EDI is the specific interchange methods agreed upon by national or international standards bodies for the transfer of business transaction data, with one typical application being the automated purchase of goods and services
- Large Mainframes – Huge computers that have gotten smaller while holding more software computing power and data – centralized services and special computer rooms with associated costs
- Frame-relay Wide Area Network or WAN - Allows secured computing to be shared over a wide physical area such as a city, county, or region – requires cooperation, equipment and consulting services to set-up may be maintained in-house or outsourced
- XML– Tags that relate to data and that can be shared across varied applications or through a web portal
- Linux-based open-source systems – Systems that can compute harder, faster, longer than regular PCs and that speak a foreign language known only to the few known as Linux Gods – consulting services and higher-end IT workers
- VPN – Connecting to a system through a secure access as if there was no one else on the system
- COTS – Software packages that already have a standard set of options and functionality require minimal consulting services, unless you want to customize or change anything

## Optimization Efforts Undertaken per Baseline Survey 2005



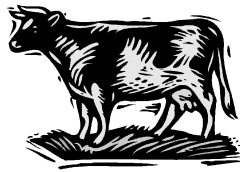
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## The Information Quality Market

- The information quality market – including software, professional services and data enhancement will surpass the \$1 billion mark in 2008. *Forrester Research Inc.*
- Note that CRM and customer data integration initiatives are key to investment in data quality.
- *61 percent of respondents to Baseline Survey did not have an information quality tool in production.*
- Master Data Management to compound annually at a growth rate of 13.8 % to reach \$10.4 billion by 2009 *IDC*

## Why is Quality Important?

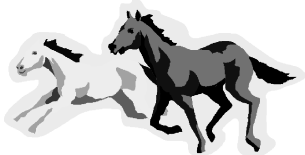
- Is your data a cow,



- a pig or



- a horse?



### Assessing Legacy Databases

- How much Data is out there?
  - Checklist of Candidate Databases
- How much of the Data is worth keeping?
  - Database Auditing and Profiling
- How else can this Data be used?
  - Checklist of Data Repurposing Possibilities

### Top Ways to Repurpose Data

- Aggregation – Data Warehouse/Data Mart
- Consolidation – Multi-purpose systems w/ centralized datastores
- Mobilization – Mobile and wireless apps
- Customization – CRM /Self-service web apps
- Standardization – Updating systems and tracking for compliance and auditing



## Technology Tools & Terms

- Master Data – Mission-critical information that needs to be shared seamlessly across functional boundaries to allow an organization to operate efficiently. Examples include: Customer; Product; BOM and General Ledger Chart of Accounts.
- Information Engineering – Enterprise-level data mapping which encompasses all data to be utilized or shared across an organization. Mostly noted for large diagrams and huge dictionaries of all data elements.
- BI – Business Intelligence - BI applications can measure the relationship between labor, productivity, and costs at various locations and allowing for better business decisions.
- BPM – Business Process Management - technology to automate and streamline policies, procedures and controlling activities
- CRM – Client Relationship Management – business strategy, software and processes to improve customer interactions, better manage the sales pipeline, and provide a consistently high-caliber service level

## More Technology Tools & Terms

- EAI – Enterprise Application Integration - the use of software and computer systems architectural principles to bring together (integrate) a set of enterprise computer applications.
- ERP Enterprise Resource Planning - ERP systems typically handle the manufacturing, logistics, distribution, inventory, shipping invoicing and accounting for a company. Enterprise Resource Planning or ERP software can aid in the control of many business activities, like sales, delivery, billing, production, inventory management, quality management, and human resources management.
- PPM – Project Portfolio Management - PPM establishes a set of values, techniques and technologies that enable visibility, standardization, measurement and process improvement. PPM enables organizations to manage the continuous flow of projects from concept to completion.
- ITM – Information Technology Management – the best practices, methods, tools, processes and controls of running IT like a business
- SCM – Software Configuration Management - SCM is a methodology to control and manage a software development project.

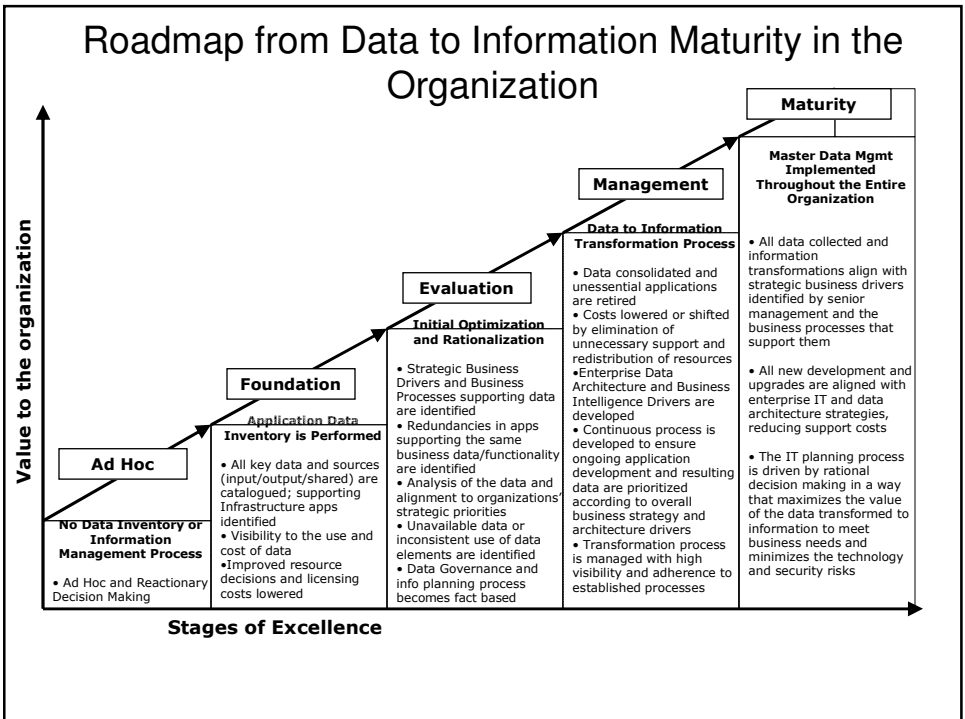
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## Roles: Data Owners are not all the same

- Master Data Owner – responsible for the new integrated master data.
- Source Application/Data Owner – owns the source(s) of data that feed the master data environment. This person approves the inclusion of data from a given source into the master data environment.
- Data Steward – supplies data from a given source to the new master data environment. The steward provides access to required data and ensures quality and timeliness of the data delivered.

*Important to note: the data does not belong to anyone in IT but they make sure that it remains intact and thus can be passed to those who need it, those running and performing "the business"*



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### Analyzing Data and Reuse or Which endeavors to recommend

- How good is “good enough” and for how long?
- How much “better” can it be if the data was fixed or reused?
- How much will “better” effect bottom lines of cost, customer service, time to market...?
- Which priorities in which order will decide which proposals will be considered?



### Why does size matter?

Storage of compliant data (what you may be *required* to keep and not what you choose to keep) is estimated to take 1.6 PB of new storage this year.

And it's growing at 60% a year.

Estimated cost is equivalent to 5% of the average IT department's budget.

*(Source: "Can Data Ever Be Deleted", by Drew Robb. Copyright 2006  
Jupitermedia Corporation)*

## Cautionary Tales

### ***Multiple mailings, incorrect credit or customer data***

- Companies lose valuable intelligence about their customers when they “scrub” or delete information like alternate spellings of names or old addresses.
- Saving and analyzing this outdated information, often called dirty data, can
  - reduce marketing costs,
  - help detect fraud and
  - bolster intelligence to provide a better view of the customer.



***“Throwing away data could be throwing away knowledge.” David Loshin***

## Cautionary Tales

### ***Data warehouse or storage exploding, unable to find data, unable to find complete records***

- Do you really want to keep everything? What is mandated?
- How do you keep it from getting lost in the shuffle?
- Do you know how your “tools” are cleansing and profiling your data? And are they still valid for your operations?

***Too much of a good thing can be bad or difficult to manage...***



## How to Choose Proposed Projects

- Criteria for Acceptance from Proposal to Project
- Criteria for Project Success Including Metrics
- Strategic/Operational Plan Alignment
- Weighting Factors and Ranking used within your Organization
- Politics and dependencies



## Keys to Leveraging Data

- Assess what you have
- Decide what is worth keeping or repurposing
- Prioritize efforts
- Develop and communicate criteria for success
- Choose what best aligns and assists in your strategic direction
- Build in quality and it's continuation



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- CIO Magazine [www.cio.com](http://www.cio.com)
- Baseline [www.baselinemag.com](http://www.baselinemag.com)

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