



## Monthly Newsletter

July 2023

### DAMA NCR's Chapter Meeting

Chapter meetings are held quarterly, on the second Wednesday of the month. Next Chapter meeting will be on September 13th, 2023 from 17:30 to 18:30; the invitation, presentation details, and agenda for next meeting will be forthcoming. [Register](#) for the virtual event.

Please stay connected and [subscribe](#) to receive the monthly newsletter and emails from the NCR-RCN Chapter.

### DAMA NCR Job Postings Forum

DAMA NCR created a [Job Postings Forum](#) to help members advertise available data-related job opportunities within their organizations to the DAMA NCR community. We maintain a distribution list of approximately 200 data community members in the NCR and hope this forum assists in facilitating resourcing demands. Subscribe to the Job Postings Forum to receive updates.

### Education & Programs

Visit the Membership Portal's [Resources](#) to access discount codes and the [Upcoming & Past Events](#) page for consolidated events calendar. Login into your account for exclusive access.

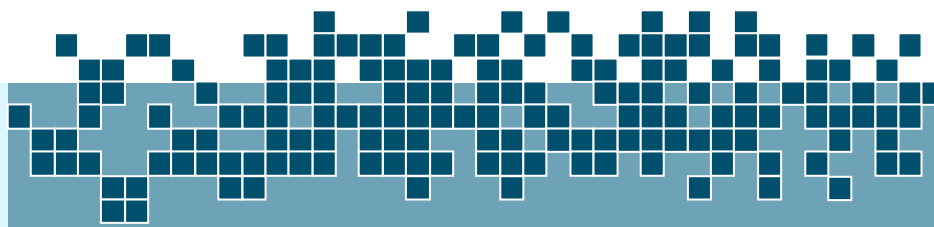
### DAMA NCR-RCN Store

Welcome to the [DAMA NCR-RCN online store](#). Browse the selection of items available for purchase. DAMA members get a discount on all current books on offer.

### Upcoming Events and Conferences

**DAMA Days Canada II Conference ([Registration – in-person event](#)). Thursday, November 2nd to 3rd, 2023. Ottawa**

Join 30 multiple-track sessions over two days. It will cover all aspects of the Data Management (DM) profession. Data Governance, Data Quality, Data Architecture, Data Modeling & Design, Data Storage & Operations, Data Security, Data Integration & Interoperability, Document and Content Management, Reference and Master Data Management, Data Warehousing & Business Intelligence, and Metadata. Bonus sessions on Data Monetization, Data Privacy and Data Strategy. Detailed [agenda](#) to come.





**DAMA NCR-RCN Data and Drinks ([Registration – Free event](#)). Tuesday July 18<sup>th</sup>, 2023, 18:00 to 20:00 at 10 Fourteen Bar – 1014 Wellington St. West, Ottawa.**

DAMA NCR-RCN is hosting monthly social events every third Tuesday of each month. Come join data professionals from the National Capital Region to socialize, strengthen business connections, get fresh ideas, and raise your professional profile.

**Data Architecture Online conference ([Registration – Virtual event](#)). Wednesday July 12<sup>th</sup>, 2023.**

Join to learn the latest trends in Data Architecture from industry experts who are ready to help you revolutionize the way you approach your Data Architecture projects. See [agenda-at-glance](#).

**Managing Data Transfers ([Registration – Virtual event](#)). Tuesday July 18<sup>th</sup>, 2023, 11:00 EST.**

To effectively manage data transfers and mitigate risk of non-compliance with respect to global data transfer requirements, organizations need to document, assess, and mitigate the risk of data transfers.

**Enhanced Advertising with Conversion APIs ([Registration – Virtual event](#)). August 1st, 2023, 12:00 to 13:30 EST.**

Join to discuss the ongoing shift to server-side data management for attribution as an opportunity to unlock more strategic value from client data.

**Trusted Customer Consent ([Registration – Virtual event](#)). August 2nd, 2023, 12:00 to 13:30 EST.**

Discover the ever-changing land-scape of privacy and consent, and discover how to transform privacy into a trusted asset that propels your organization to new heights.

**Influence Data-Driven Decisions Based On Your Communication Style ([Registration – Virtual event](#)). July 19<sup>th</sup>, 2023, 14:00 EST.**

Data storytelling is a critical skill that helps data scientists and analysts give key decision-makers the ability to make data driven decisions.

**Ai4 2023 ([Registration – In-person](#)). August 7<sup>th</sup> to 9<sup>th</sup>, 2023. MGM Grand, Las Vegas, NV.**

Ai4 brings together industry experts to discuss AI and machine learning. There will be several technical tracks, including model interpretability, explainable AI, data privacy and security, productionizing your model, dealing with biased data sets, cloud vs. local environment, unstructured data, deep learning, dealing with legacy systems and reinforcement learning. Cost: US\$1,895, see [agenda-at-glance](#).

**IntelliSys 2023 ([Registration – In-person and virtual](#)). September 7-8, 2023. Amsterdam, The Netherlands.**

This event will feature sessions led by industry experts, presentations by researchers from more than 50 countries and networking opportunities. There will be four conference tracks, including AI, machine vision, robotics and ambient intelligence. Approximate cost: \$500 virtual, \$783 (converted from British pounds, does not include 20% tax).





## Data Virtualization Lunch Webinar Series – Augmentation, Collaboration, Governance: Defining the Future of Self-Service BI ([Watch-on-demand](#)).

According to Dresner Advisory's 2020 Self-Service Business Intelligence Market Study, 62% of the responding organizations say self-service BI is critical for their business. If we look deeper into the need for today's self-service BI, it's beyond some Executives and Business Users being enabled by IT for self-service dashboarding or report generation. Predictive analytics, self-service data preparation, collaborative data exploration are all different facets of new generation self-service BI.

## Data Virtualization Lunch Webinar Series – Logical Data Fabric for Building a Unified Data Warehouse and Data Lake ([Watch-on-demand](#)).

Why a logical data fabric is the cornerstone to Building a Unified Data Warehouse and Data Lake.

## Data Virtualization Lunch Webinar Series – Bringing a real time flavor to your enterprise analytics ([Watch-on-demand](#)).

Real time analytics techniques promise to enrich your traditional analytics with real time data points. It's key for many scenarios like supply chain management or customer care. Data Virtualization is well known for offering real time connectivity to diverse sources and federation capabilities: the two base ingredients for real time analytics.

## Keys to AI-Infused Test Automation and Quality Management Practices ([Watch-on-demand](#)).

How does AI-based testing compare to other methods? A new commissioned study conducted by Forrester Consulting on behalf of Micro Focus found that it leads to twice as much satisfaction with tools and practices.

## How to Avoid Analytics Failure: 10 Factors for Analytics Success from Research and Practice ([Watch-on-demand](#)).

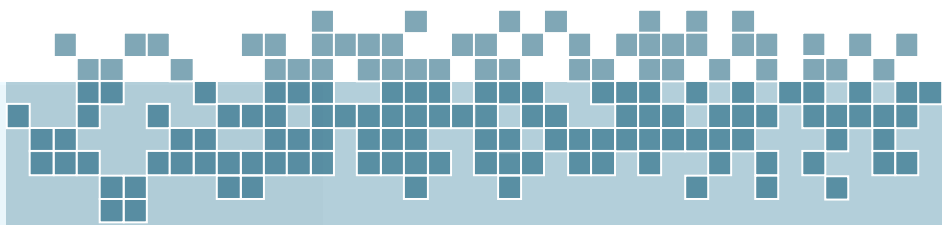
The analytics profession has been building data-driven decision support systems for almost 50 years. Given 50 years of global collective experience, do you think the profession has a very high success rate?

## Articles

[Why Your Data Governance Strategy is Failing](#). Data governance is a system for answering core questions about data. It begins with establishing key parameters: What is data, who can use it, how can they use it, and why?

[Learn about the current state of data governance](#). Learn how data governance is evolving, what's driving changes and how to reach data governance maturity in this report. See how to: a) Improve data security and data quality; b) Empower stakeholders to make critical decisions based on a secure, real-time, high-quality data pipeline; and c) Use data intelligence to achieve goals.

[Autonomous Data Trust Score for Data Catalogs](#). With the availability of standardized data trust scores within the data catalog, users can easily determine the usability and relevancy of the dataset in their particular use case.





**[Zen and the Art of Data Maintenance: STOP!!!](#)** The Crucial Step In Data. Zen is a Japanese word that means awareness. The art of data management and integration is all about helping people and organizations become more aware by seeing the data. In other words, we let people see what is happening so they can act appropriately using this data. This is what Zen is.

**[Zen and the Art of Data Maintenance: All Data is Suffering \(Part 1\)](#)**. There are many situations where incorrect data can actually lead to bad health outcomes, including death. Examples of these include mistakes regarding drug allergies, drug interactions, or other mistakes in medical information.

**[Zen and the Art of Data Maintenance: All Data is Suffering \(Part 2\)](#)**. We may think that we don't have to accept certain things. This could be wise if we can do something about changing the outcome. However, in order to reduce suffering, it is crucial to accept what is.

**[The Hype Around Semantic Layers: How Important Are Standards?](#)** There are several reasons why the notion of semantic layers has reached the forefront of today's data management conversations.

**[Data Stewardship Best Practices](#)**. Data stewards maintain and protect data assets that need special care, not just for cybersecurity but for better business insights and more informed decision-making.

**[Data Literacy and Analytics: Where Do They Intersect?](#)** Data is the new oil. But what good is that data if we don't know how to leverage it? According to the Human Impact of Data Literacy report, only 32% of surveyed executives felt like they were able to create measurable value from data. Organizations are struggling to make the most of the data and analytics they have – and it's due to the lack of data literacy.

**[Self-Serve Advanced Analytics Requires Culture Change](#)**. Small and medium-sized businesses (SMBs) are often challenged to satisfy all the roles and responsibilities in the organization, and most team members wear more than one hat. That feeling of being overstretched is typical of growing businesses and, in an increasingly competitive market with businesses fighting for skilled resources, it is difficult to meet budget and schedule goals and get it all done.

**[Why Automated Data Extraction Matters in the Digital Age](#)**. In today's fast-paced business world, one of the best ways for a modern enterprise to optimize processes is to rethink how to manage data. Business documents contain vital information for companies, irrespective of their size and industry.

**[What Can Artificial Intelligence Do for Me?](#)** Douglas Adams once said, "We are stuck with technology when what we really want is just stuff that works." It's true. We can throw around all kinds of new terms and technologies, but people just want solutions they can rely on.

**[What Architecture Can Teach Us About Self-Healing Systems](#)**. DevOps teams and site reliability engineers (SREs) deal with code daily. Doing so teaches them to scrutinize their world, make astute observations, and draw unexpected connections.

**[How to Select the Right Database](#)**. In today's data-driven world, technologies are changing very rapidly, and databases are no exception to this. The current database market offers hundreds of databases, all of them varying in data models, usage, performance, concurrency, scalability, security, and the amount of supplier support provided.

**[5 Ways to Build Successful Data Architectures With Lasting Business Value](#)**. Can be done by: a) Why now (not later) is the time for new data architectures; b) The framework for successful data architectures, including cloud data warehouse modernization and 360° customer views; c) Driving principles, IT challenges and questions to ask

yourself when building new data architectures; and d) Blueprints for managing data on-premises and in the cloud. (DOWNLOAD DOCUMENT)

[Data's Gender Gap: Marginalized By Data Collection](#). Bringing to light the myriad of other identities that are often under-accounted for or are missed entirely in research and data collection.

[The Data-Centric Revolution: Fighting Class Proliferation](#). One of the ideas we promote is elegance in the core data model in a Data-Centric enterprise. This is harder than it sounds. Look at most application-centric data models: you would think they would be simpler than the enterprise model, after all, they are a small subset of it.

[The Data-Centric Revolution: Detour / Shortcut to FAIR](#). The FAIR principles for data sets are gaining traction, especially in the pharmaceutical industry in Europe. FAIR stands for: Findable, Accessible, Interoperable and Reusable. In a world of exponential data growth and ever-increasing silo-isation, the FAIR principles are needed more than ever.

[The Data-Centric Revolution: OWL as a Discipline](#). Many developers pooh-poo OWL (the dyslexic acronym for the Web Ontology Language). Many decry it as “too hard,” which seems bizarre, given that most developers pride themselves on their cleverness (and, as anyone who takes the time to learn OWL knows, it isn't very hard at all).

[Data is Risky Business: The Darker Side of Data Monetization](#). Data management teams in organizations often still struggle with how to communicate the real value of data to organisations. How do we put a value on data so that the budgets we need to fund the proper management, governance, and husbandry of this core asset?

[Data is Risky Business: The Next Normal](#). Governments and Public Health authorities the world over became, with some exceptions, data focused in their approach to the pandemic. Whether it was counting tests, clinical admissions, rates of recovery, or vaccine effectiveness, data was key.

[How to Protect Unstructured Data \(Part 1\): The Ins and Outs of Unstructured Data Protection](#). Protecting unstructured data requires a few extra considerations for backup admins. Growing storage capacity requirements and regulatory compliance are critical.

[How to Protect Unstructured Data \(Part 2\): Unstructured Data Not Exempt From Compliance Requirements](#). Concerned about regulatory compliance? Data protection teams must be familiar with all regional and industry regulations to back up unstructured data in a compliant manner.

[How to Protect Unstructured Data \(Part 3\): 5 Unstructured Data Backup Challenges and How to Handle Them](#). Unstructured data backup requires the management and protection of vast amounts of data while keeping it available and secure. Is your backup strategy up to the challenge?

[What I Learned from Executing Data Quality Projects](#). Getting to great data quality need not be a blood sport! But there must be a method to the madness, and you need to be persistent and properly involve relevant stakeholders to achieve long lasting improvements.

[How to Architect Data Quality on Snowflake](#). While existing Data Quality solutions provide the ability to validate Snowflake data, these solutions rely on a rule-based approach that is not scalable for hundreds of data assets and are often prone to rules coverage issues.

**[When It Comes to Data Quality, Businesses Get Out What They Put In.](#)** Imagine you have invited your boss over for a dinner party to try to show off your culinary skills (and perhaps get a promotion). The stakes are high, so you search the web and find the most revered chicken parmesan recipe around.

**[Data Quality Best Practices.](#)** Using Data Quality best practices to gather accurate data is essential for gaining useful results from research and providing visiting customers with a good experience. Data has become a key part of most business transactions and operations.

**[4 Data Privacy Best Practices.](#)** Data privacy is at the heart of every prominent security threat – what are the top best practices for keeping data private?

**[Demystifying Biometric Face Verification.](#)** This guide intends to clarify the difference between the types of technology and help organizations select the most suitable for implementation, based on security, performance, and usability.

**[Data Observability: What It Is and Why It Matters.](#)** As a process, data observability is used by businesses working with massive amounts of data. Many large, modern organizations try to monitor their data using a variety of applications and tools. Unfortunately, few businesses develop the visibility necessary for a realistic overview.

**[Please Consider Your Business Users When Selecting an Analytics and Data Search Tool.](#)** Business users are business professionals who have expertise in an industry or market arena or perform a function to support the ongoing operation of the business – professionals who may be front-line workers on a production line, finance professionals, sales representatives, non-profit office workers, medical researchers, middle managers, regional managers for retail chains, transportation dispatchers, or ... well, you get the idea.

**[AI and Data Privacy: Where Do They Intersect?](#)** From health care to manufacturing to government, data-driven organizations across all major industries are realizing the benefits of AI: automation of repetitive tasks, faster processing of data, improved accuracy, and more.

**[MLOps: Why Now for Open Source.](#)** With the MLOps market size set to balloon to over \$6 billion by 2028 – up from \$612 million in 2021 – businesses are expecting their MLOps pros to churn out products from their pipelines at a record pace. The problem is that the tools pros have at their disposal continue to undermine their efficiency, product time-to-market, and ultimately the entire business's revenue.

**[Data Supremacy: The Precursor to AI Supremacy.](#)** The arguments for greater urgency to attain AI supremacy have raged for years among technology experts and national policymakers.

**[Questions About Data Governance.](#)** Many large data breaches have topped news headlines. With all this great conversation taking place, it's a perfect opportunity for technical stakeholders and business stakeholders to come together and review their Data Governance Policies.

**[Is Data Governance a Marathon or a Sprint?](#)** Why compare Data Governance and Data Management with running?

**[How to Democratize Data Science.](#)** Efforts to democratize Data Science can be described as creating an environment that allows people with little expertise to perform Data Science research. This approach can be especially useful for businesses desperate to access the skills of a data scientist, but unable to hire one.