

DAMA CHICAGO NEWSLETTER



April 2019

Volume 36, Issue 2

<https://www.damachicago.org>

Location and Agenda for Wednesday April 17, 2019 Meeting

**Holiday Inn Countryside Conference Center
6201 Joliet Rd, Countryside, IL 60525**

PRE-REGISTER for meeting by Friday April 12th, 2019. Visit <https://www.damachicago.org/> and Enter your information in the right hand column entitled "MEETING PRE-REGISTRATION"

8:30 a.m.	Registration and Continental Breakfast
9:00 a.m.	Business Meeting
9:30 a.m.	Coffee Break & Networking
9:45 a.m.	Data Leadership Lessons for Data Governance by Anthony Algmin
11:45a.m.	Lunch
1:15 p.m.	Deep Learning Architecture for Text Classification by Ravishankar Rao Vallabhajosyula
2:30 p.m.	Sponsor Impetus StreamAnalytix presentation
3:00 p.m.	Door Prize Drawing & Adjournment

Upcoming Meetings

DATE	LOCATION	SPEAKERS
June 19th, 2019	Zurich Insurance, Schaumburg	Kelly Byrne
August 21st, 2019	Northern Trust, Chicago	TBD
October 16th, 2019	R.R.Donnelle, Warrenville	TBD

From the desk of Catherine Nolan, President, DAMA Chicago Chapter

Highlights of EDW (Enterprise Data World) Boston, March 17-22, 2019.

Keynote Speaker, Michael Stonebreaker from MIT, told audience that we should all be investigating Machine Learning as that is where computer science is headed. As a result, Data Scientists with a background in Statistics and Business Intelligence will be highly recruited and highly paid.

Many sessions were targeted at Metadata and Data Governance which are essential to the Enterprise and ultimately to Machine Learning. One speaker summed it up this way "Companies need to derive meaningful and actionable insights from their data but most have thousands of undocumented databases, processes, and code that make it difficult to gather business intelligence. That challenge along with the lack of visibility and control around "data at rest" and "data in motion" means most organizations spend more time trying to find their data rather than using in strategically". The consensus of most data governance presentations was that companies need to enhance their metadata and data governance areas so that they can deliver quality data to technical users and better analytics to business users

For a person who has worked with metadata for over 30 years it was inspiring to know that metadata management is now the top priority at most corporations and many Government Agencies such as the U.S. Treasury, National Park Service, Department of the Interior, Department of Defense and others. The speaker from the DOI told us "Data and information are critical in day-to-day operational decision making and scientific research. Documenting data with metadata is essential for realizing the value of our data."

However, metadata was not the only "hot" topic. Many sessions were devoted to Data Virtualization which ignores location, structure, and access language and allows users to access the data without knowing any of the technical aspects of stored data. Many vendors are creating tools that treat multiple sources of data as a single source to eliminate ETL. This works well with Agile programming but also means that using tools to aggregate knowledge from different classes of metadata requires careful governance.

167 people earned Certification in Data Management (CDMP) at the conference where 200+ exams were given in Data Management Fundamentals, Data Governance, Metadata, Data Quality and Data Modeling. People working in Data Management were certified from many countries including Poland, France, Kazakhstan, India, Mexico, Russia, Britain, Saudi Arabia, Finland, Australia, China and, of course, from the U.S. However, the amount of interest in acquiring certification is an indication of how sought-after a career in Data Management has become in almost every country of the world.

The 2020 EDW Conference will be held in San Diego. I would urge you to start negotiating with your organization to be able to attend. Our field is expanding and changing and we all need training to stay current. The best place to do this is at EDW where 100+ speakers in over 3 dozen data management disciplines gather in one place for workshops, tutorials, presentations, Special Interest Groups and Keynotes. Plus, you get a chance to network with your peers and attend a 2-day vendor fair to learn about new tools and obtain Data Management certification. Surely you can convince your management that this is a worth-while conference!

Remember to Register for April meeting on [damachicago.org](https://www.damachicago.org)

Data Leadership Lessons for Data Governance by Anthony Algin

Data governance is at the center of the data management world, but what really connects data governance to business success? It is Data leadership which really connects data governance to business success. Attend this talk to learn why.

Data people often feel like they are on the outside looking in. It seems like our businesses can't get out of their own way in using productively—and if they would just listen to us, we could help them do it!

This breakdown is the result of decades of poor organizational design and countless inefficient interactions between business and technology folks, with whom data people are inevitably linked.

But now that our data technologies have become unbelievably powerful, the need to change has become even more pronounced. Data governance has long been our answer to solving these challenges, but many data governance efforts lose momentum over time, and ultimately fail.

We can do better, and data leadership will help us achieve it. We must teach our data folks to become better leaders, and our business leaders to better understand data — and everybody how to get the most value from data. This talk is a step in that unifying direction.

Highlights:

- Identify why “traditional” data governance approaches are doomed-from-the-start
- Hear a former CDO's perspective about what executives care about most
- Learn the Data Leadership Framework to maximize real data value outcomes
- See how adopting a “show not just tell” philosophy helps build momentum.

ABOUT SPEAKER : Anthony J. Algin is the Alation Practice Lead for First San Francisco Partners, delivering a balanced approach across services and tools to

help companies improve their competitiveness in a digital world. He has many years of management consulting and executive experience, including serving as the first Chief Data Officer for the Chicago Transit Authority. Anthony spent his early career in the financial industry as a data systems developer and architect. His studies include undergrad at Illinois Wesleyan and an MBA at Kellogg.

Anthony is the creator of the Data Leadership Framework, helping organizations realize data value by balancing efforts across the many areas of data management. Alongside his passion for leading data-driven change, Anthony is a popular speaker and trainer. His first book on Data Leadership will be published in early 2019

Deep Learning Architecture for Text Classification by Ravishankar Rao Vallabhajosyula Ph.D.

Recursive Neural Networks (RNNs) have yielded state of the art performance for sentence level classification tasks in Natural Language Processing. For document level classification, the Hierarchical Attention Network (HAN) architecture outperforms other models by a substantial margin. In this talk, we present a new architecture that has been developed by Impetus combining the strength of Recursive Neural Networks for sentence classification with HAN's ability to process large sized documents. This is competitive with HANs for text classification while outperforming convolutional neural networks (CNNs).

ABOUT SPEAKER: Ravi is a Senior Data Scientist at Impetus. He heads the Data Science Practice team and works closely with clients, program managers and other enterprise IT teams to turn complex data into critical information and knowledge that can be used to make data-driven business decisions. Ravi plays an instrumental role in architecting scalable end-

to-end ML-driven products/solutions and getting them live into production. His areas of expertise includes Machine Learning and Deep Learning, Natural Language Processing, Artificial Intelligence, Graph Analytics and Big Data technologies.

Sponsor Impetus StreamAnalytix presentation by Punit Shah

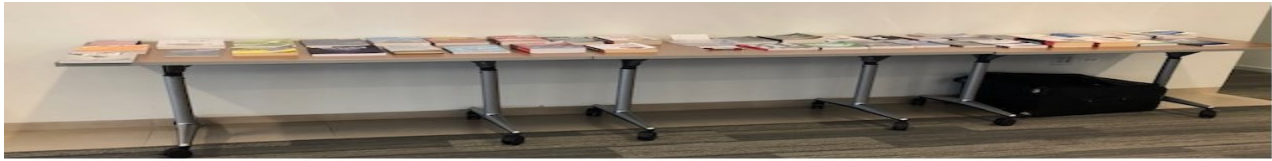
Impetus is focused on enabling a unified, clear and present view for the intelligent enterprise. For more than a decade, Impetus has been the 'Partner of Choice' for several Fortune 500 enterprises in transforming their data lifecycle journey by enabling EDW migration, unification of data sources, advanced analytics and self-service consumption. Our solutions for EDW Transformation and Unification include industry's only platform for assessment and automated transformation of legacy systems, end-to-end, to a big data/cloud/hybrid environment; and StreamAnalytix, a visual platform for all batch, stream processing, and advanced analytics needs.

Impetus' sister company, Kyvos Insights offers world's fastest BI on big data platform that delivers adhoc analysis with instant response times, breaking the barriers of OLAP scalability and interactivity by building the world's most scalable BI on Big Data platform.

For more information on Impetus, visit www.impetus.com

For more information on Kyvos, visit www.kyvosinsights.com

ABOUT SPEAKER: Punit is Director of Engineering at impetus. Key member of the core team that developed Streamanalytix product and since then has been directly involved in all the different POCs and implementations dating back to the announcement of the product and most recently with its full support on apache spark.



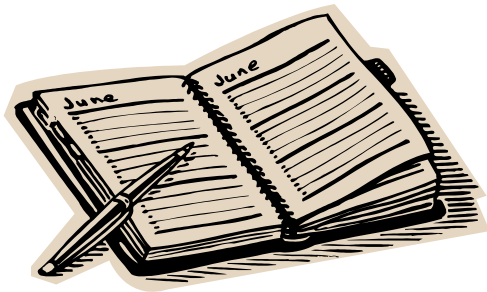
DAMA Chicago Library Spotlight

DAMA Chicago chapter is different from other chapters in one unique way—we have our own library for many years which is currently being managed by Michael Ryan for past several years. Members can borrow a book or two till next meeting. Going forward, we will be sharing information about new books added to our library and if possible book summaries. We encourage members to submit additional book summaries.

New Library Books

Several new books were purchased for the Book Library. A big thank you to Steve Hoberman's **Technics Publications** for providing DAMA Chicago a substantial price discount! The new books include the following topics:

- Blockchain Technology
- Graph Data Modeling
- Enterprise Architecture
- Machine Learning
- Data Science



Book Summary by Michal Ryan

The book highlighted in this newsletter is **Analytics: How To Win With Intelligence** by **John K. Thompson and Shawn P. Rogers** from our DAMA Chicago Lending Library.

Thomas Davenport has cred in the analytics space. So his foreword to this book carries weight.

“there has been more change in analytics over the past ten years than at any other time in the history of the world.” Gotta like global statements about the globe.

He goes on: “a book that provides a clear-eyed assessment of the state of

analytics is enormously valuable. This is that book.”

With that said, really enough said. However that wouldn't meet the minimum length reqs for this book review and payment. So here is more.

“There have also been major changes in the technology environment for analytics.” “All these changes have led to a great need for insight and guidance from managers and professionals who want to employ data-driven decision-making. They will find it here.”

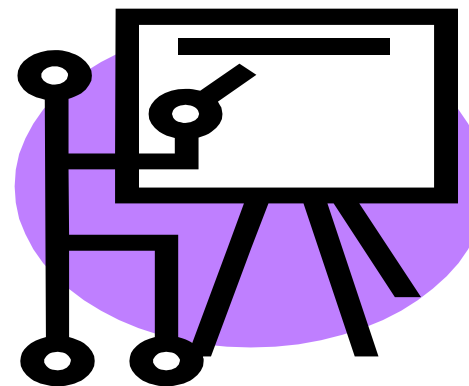
“Analytics were restricted in the past to a relatively small group of professionals; now many business users can employ these tools, as they are much more user-friendly.”

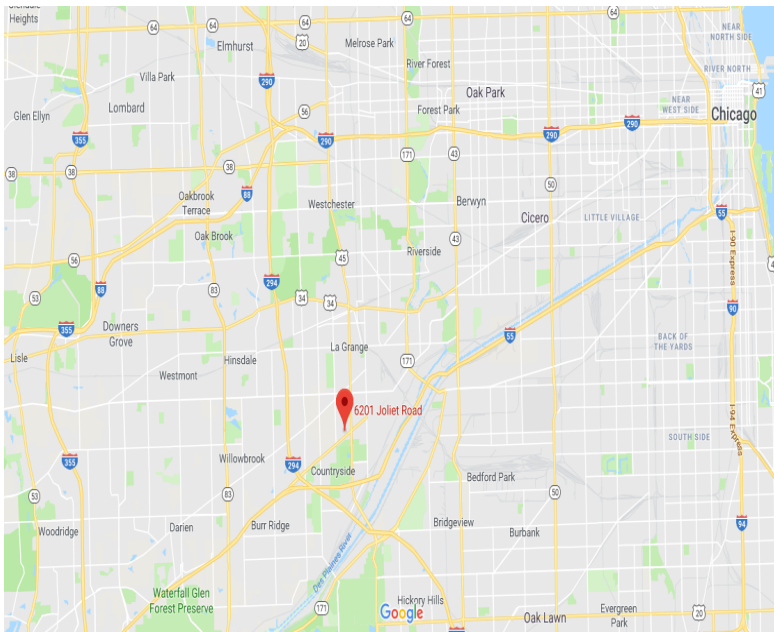
“I've referred to this set of changes as “Analytics 3.0.” “Even now “Analytics 4.0” is rapidly developing, with early adopters moving to machine learning, and autonomous analytics.” “The dis-

ruptive potential of these ideas may be at an all-time high.”

“Executives who don't understand analytics will see their careers limited and companies that don't embrace them will find themselves at a substantial competitive disadvantage. This book provides the plays, but you and your teams must execute them.”

Word count: check. Character count: check. Paragraph count: check. Deadline met: check. So the next check should be in the mail.



DAMA Chicago Meeting—April 17th, 2019**Holiday Inn Countryside Conference Center
6201 Joliet Rd, Countryside, IL 60525****From Loop**

Continue to I-55S. Take I-55S exit from US-41S/S. Lake Shore Dr. Follow I-55S to Hodgkins. Take exit 279A-279B.

Continue on US-12 W/US-20 W/US-45 N/South La Grange Road to your destination in Countryside

From North (this road has tolls)

Continue on I-290E. Take exit 15A for I-294S tollway towards Indiana. Take I-55N exit from I-294S

Follow Historic U.S. 66 E/Joliet Rd to your destination in Countryside

Alternate Route from North

Continue on I-20E. Take exit 10A.

Continue on IL-83 S. Take W 55th St to Historic U.S. 66 E/Joliet Rd in Lyons Township.

Take slight left onto Historic U.S. 66 E/Joliet Rd
Continue to your destination .

April Meeting Sponsors :**IMPETUS**

Impetus Technologies is a software products and services company focused on creating powerful and intelligent enterprises through deep data awareness, data integration and advanced data analytics. Our products and services are designed to empower the real-time data driven enterprise to help our clients win in the modern world of digital transformation.

Impetus' sister company, Kyvos Insights offers world's fastest BI on big data platform that delivers adhoc analysis with instant response times, breaking the barriers of OLAP scalability and interactivity by building the world's most scalable BI on Big Data platform.



We hope that you like new look and feel of the newsletter. Please feel free to provide feedback and suggestions regarding newsletter to vpmarketing@damachicago.org.

We would like to add more content and information about conference/seminars/webinars. If you have any book reviews and/or information about conference/seminars/webinars to share with your peers on the future newsletters, please submit it to vpmarketing@damachicago.org and we would like to put them in newsletter after approval from board. If you or any of your colleague would like to present a topic in one of our future meeting or your Organisation would like to host future DAMA Chicago meeting, please reach out to [Catherine Nolan](#) or [Diane Voyles](#). Any Organisation hosting DAMA Chicago meeting in 2019 will get credit for Corporate dues for year 2020.

Remember to Register for April meeting on damachicago.org



DebTech International and DATAVERSITY are pleased to announce **2019 Data Governance and Information Quality (DGIQ) Conference**, June 3-7, 2019 at the Catamaran Resort Hotel and Spa, San Diego, California. It is the world's largest event dedicated entirely to data governance and information quality.

Choose from:

- 15 Pre and Post Conference Tutorials and Workshops
 - 6 Tracks
 - More than 35 Case StudiesA
 - 2 Day Seminar on Data Stewardship
 - 2 Day Seminar on Data Quality Quality
 - 2 Day Seminar on Developing Business Glossaries
- Sessions designed for the experienced data governance and data quality professional as well as for beginners

DAMA Chicago members. Use code DGIQDAMA10 for 10% discount

INSURANCENEXUS

6th Annual

Insurance AI and Analytics USA

May 2-3, 2019 | Renaissance Chicago Downtown | Chicago, USA

AI and Analytics USA 2019 is THE premier gathering for data, analytics, pricing and marketing experts from leading insurance carriers. It is bringing together over 450 senior analytics executives and business leaders to deliver true impact across insurance by providing practical case studies and strategies to:

- **Discover Exactly Where And How AI Is Impacting Insurance:**
- **Turn Your Vision Into Reality**
- **Deliver A Seamless And Connected Customer Experience**
- **Create Business Efficiencies For Immediate Gains**

For more information, contact Ira Sopic at ira.sopic@insurancenexus.com

IDMA 2019 Annual Conference
 April 14th - 16th, 2019
 Approaches and Strategies for Digital Transformation
 Leading through Data, Talent and Innovation

20% Group Discount: Register five (5) or more team members and receive a 20% discount on all registrations! It's like getting the 5th registration free. Additional registrations over the initial 5 registrations will also receive a 20% discount. Note: Group members must be with the same organization and register at the same time. There is no limit to your group size. Please contact us at +1 (201) 469-3069 for instructions to register your team online and to receive the promo code.

50% Academic Discount: Academic discounts for up to 50% are available for full-time faculty and students at accredited institutions. For questions about rates or to apply, please call us +1 (201) 469-3069 .

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October 14-17, 2019 | Chicago, Illinois

DATA ARCHITECTURE SUMMIT

Westin Chicago River North – October 14-17, 2019

TOPICS

Data Architecture addresses various areas of planning for a system and includes the following components:

- Analytic Architectures
- Cloud Data Platforms
- Metadata Management
- Self-Service Architectures
- Data Lakes and Catalogs
- AI and Machine Learning
- Governance
- Real-time Analytics
- Data Ops and Agility
- Data Modeling
- Ontologies
- Data Integration

About DAMA Chicago

DAMA Chicago was founded in the Fall of 1986 with the first meeting in December of that year. DAMA Chicago holds six bimonthly meetings annually on topics pursuant to DAMA’s goals. These meetings include informal round-table discussions, featured presenters, invaluable sharing through association with professionals in our field, two Special Interest Groups, and much more. The Chicago Chapter has attained broad appeal in the Midwest as a resource for Information Resource Management.

DAMA Chicago is a non-profit, vendor independent professional organization dedicated to the advancement of data asset management concepts. DAMA Chicago’s mission is to engage in activities that promote data management concepts and to broaden the skills of professionals who work in this field.

GOALS

- Promote and develop data management concepts and practices.
- Be a focal point for issues relating to data management practices.
- Further the professional development of data management professionals.
- To enhance Corporate Management’s understanding of how data management affects the bottom line.

DAMA CHICAGO OFFICERS

Chapter President	Catherine Nolan
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DAMA Int. Liaison	Catherine Nolan

DAMA Chicago on LinkedIn

Join our [LinkedIn](#) Group. Keep up-to-date with DAMA happenings between published newsletters by joining our group. You can start or join in a discussion, make announcements of interest to other DAMA Chicago members, post jobs, let other members know of other professional meetings or classes in the area, or just keep informed.

Give Us Your Feedback

Please forward any questions, comments, or ideas regarding this newsletter to vpmarketing@damachicago.org

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