Monthly Newsletter

December 2023

DAMA NCR's Chapter Meeting

Chapter meetings are held quarterly, on the second Wednesday of the month. Next Chapter meeting will be on January 10, 2024 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 NRC-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 NRC-RCN Store

Welcome to the **DAMA NRC-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 NCR-RCN Data and Drinks (Registration – Free event). Tuesday December 19, 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.

The Impact of AI on Information Governance (Virtual event). Thursday December 14th, 2023, 13:00-14:00 EST.
Artificial Intelligence presents significant opportunities and challenges for organizations. On one hand, AI promises accelerated program development, classification, and some fear the creation of significant more content to manage. On the other hand, and perhaps more interesting, is the demands that AI programs will make on Information Governance from better data quality through data provenance.

Microsoft Fabric and the Future of Data Management - CDO Matters Live ([Virtual event](#)). Friday December 15th, 2023, 11:00-12:00 EST.
Learn what Microsoft Fabric is, and why it's so transformational, what are the differences between Microsoft Fabric and other data fabric solutions, what is Microsoft's strategy for enabling data management capabilities within the fabric, including master data management (MDM), and the role OpenAI will play in more automated data management.

Digital-Era Government Reform: Keeping Pace with Global Leaders ([Virtual event](#)). Wednesday December 20th, 2023, 13:30-15:00 EST.
This event identifies key trends in international digital government reform, how Canada compares, and what changes the Government of Canada should consider when reforming operations in this digital era. Audience: All public servants at all levels.

Why is Governing Data Quality So Hard? ([Virtual event](#)). Thursday December 21st, 2023, 14:00-15:00 EST.
Data Quality is a challenge to govern yet Data Quality is where many organizations focus their initial deployments of their Data Governance programs. One of the reasons governing Data Quality is difficult is the number of quality dimensions that all potentially require different degrees of governance, standards, and perhaps even different stewards.

A Fresh Look at Data Literacy in 2024 ([Virtual event](#)). Thursday January 4th, 2024, 14:00-15:00 EST.
What do literacy leaders foresee as the main achievements – and biggest obstacles – in the coming year?

Data Democratization: How SearchKings Built a Self-Service Data Culture ([Watch-on-Demand](#)).
Learn how SearchKings made it easier for users to build self-service reports, improved the timeliness and trustworthiness of reporting for managers, and created a culture where anyone can work with data, starting from day one, even if they don't know how to code.

Impactful Storytelling Series: Proven Techniques to Craft Influential Messages ([Watch-on-Demand](#)).
Every leader has a unique story, but how they tell that story differs depending on what they are trying to achieve and who their audience is. The right story at the right time could prove pivotal to your success.

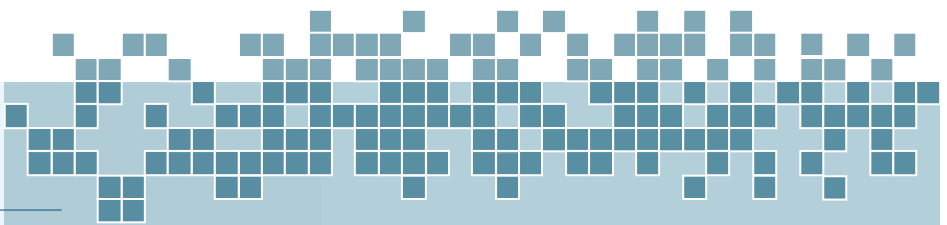**Ask the Expert: Storytelling & the Art of the 1-Page Strategy ([Watch-on-Demand](#)).**
Your strategy should only take up one page. Yes, one page. Developing a strategy is easier today, with 15 pages replacing hundreds, but even that is 14 too many. So, how can you get your strategy down to a single page?

The Art of the 1-Page Strategy: Inspire With Stories ([Watch-on-Demand](#)).
Let us get your strategy down to one page. Yes, one page. Creating a strategy used to be an arduous and lengthy process that lasted months and resulted in a document that was hundreds of pages.

7 Key Trends That Will Impact Your Strategic Planning ([Watch-on-Demand](#)).
Inflection points and wild cards continually threaten to shake up industries. However, future-fit organizations survive disruption by actively sensing and responding to changes.

Impactful Storytelling Series: How to Tell Your Unique CXO Story ([Watch-on-Demand](#)).
Every leader across the organization needs to be able to tell a clear, impactful story to achieve success. Still, you and your intended audience can significantly change how that story is told.

The Proven Storytelling Approach for All Leaders Across the Enterprise ([Watch-on-Demand](#)).
Effective communication for any organizational leader today comes down to one question: Does your audience trust you as a speaker? It is a question that goes back to Ancient Greece and Aristotle, who laid out a three-part story arc – ethos, logos, pathos – that still stands the test of time.

Securing your cloud environment with endpoint and network detection and response (EDR/NDR) technologies ([Watch-on-Demand](#)).
Learn how to apply the same Endpoint Detection and Response (EDR)/ Network Detection and response (NDR) concepts to your cloud asset protection strategy. Compare on-premises vs. cloud security options and identify what to maintain or change after migrating your workloads. Explore customer stories of how they use EDR/NDR as a one-two punch against cyberattacks.

How Comcast Modernized their legacy Oracle BI ([Watch-on-Demand](#)).
Modernizing analytics is an opportunity for companies to reassess their needs, drive transformation and streamline existing processes and data pipelines.

The Benefits of a Data Catalog with Built-In Data Lineage ([Watch-on-Demand](#)).
The event discusses: a) The need for data transparency as a major driver of a data catalog initiatives;
b) The importance the physical, semantic and presentation layers for different types of data citizens; and
c) How data lineage becomes a key element providing deep understanding and greater visibility of the data.

How Data Leaders Should Approach Early Data Hires ([Watch-on-Demand](#)).
Key Takeaways: a) Learn which data roles and profiles you need to hire first to build out a great data team;
b) Understand how to scout for candidates, and run a smooth interview process; and c) Understand how to onboard new hires to get them productive as quickly as possible.

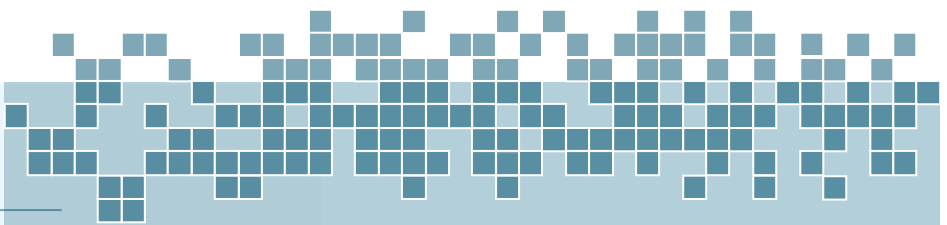**How Data Leaders Can Build an Impactful Data Team in 2023 ([Watch-on-Demand](#)).**
Key Takeaways: a) Best practices for data leaders scaling their data teams in 2023; b) Key strategies for not only hiring data talent, but retaining high performing data teams; and c) An overview of how the data job market will evolve.

Data-Driven Thinking for Everyday Life ([Watch-on-Demand](#)).
Talk about what The Quantified Self is, why self-tracking projects can be life-changing, how to get started with self-tracking, and how to connect with others.

Managing the Hybrid Workforce ([Watch-on-Demand](#)).
Detailed look at the current state of hybrid work, as it can provide tips for more managing a more efficient workforce through IT solutions and experience management platforms to learn how you can improve the hybrid experience for your organization.

Data Governance to Build Data Intelligence ([Watch-on-Demand](#)).
Discussion on the use of the term data intelligence and determine where it fits in the Data Management industry: a) Is there such a thing as data intelligence? b) What does this have to do with business intelligence? and c) Isn't the point of every investment in data to get smarter about how we define, make, and use data?

Powering Personalized Search with Knowledge Graphs ([Watch-on-Demand](#)).
Learn: a) Why personalized search is an essential e-commerce ingredient; and b) Demystify the process of implementing a more personalized product discovery experience for your customers; c) The data modeling required to build knowledge graphs for successful personalized search; and d) Real-world examples and the steps you can take to get started.

Articles

[Developing a Data Strategy Roadmap](#). A Data Strategy roadmap is a step-by-step guide to transform a business from its current state into the desired business organization. It is a more detailed, researched version of the Data Strategy and communicates when and how to implement specific advances to develop and upgrade a business's data processes.

[Scaling Data Access Governance](#). The rise of data lakes and adjacent patterns such as the data lakehouse has given data teams increased agility and the ability to leverage major amounts of data.

[Why Data Governance Is Essential in the Current Business Landscape](#). Imagine you and a bunch of your colleagues are attending a networking event. You have been assigned three booths spread out in different locations across the arena. You and one of your colleagues take booth 1, and your other colleagues split themselves between booths 2 and 3.

[Data Classification Can Make or Break Data Governance](#). The cost of data loss is staggering – and avoidable. The news these days is full of massive fines levied against companies that failed to protect their customer data. An effective data classification approach is one of the best ways to ensure that companies can identify and protect their most valuable data.

[Data Catalog Role in Data Transformation and Governance](#). As businesses look for ways to increase sales, improve customer experience, and stay ahead of the competition, they are realizing that data is their competitive advantage and the key to achieving their goals.

[Metadata Management Tools](#). Metadata management tools can also be used to improve the customer experience and keep customers longer. Additionally, they allow non-technical users to do research.

[Game-Changing Data Definitions You Cannot Afford to Ignore](#). In today's data-driven world, the terms "data governance" and "data stewardship" have become buzzwords, often thrown around without a clear understanding of their significance. However, defining these terms is not about adding complexity, it's about establishing clarity and accountability and providing a sense of practicality and pragmatism.

[Protect Data Without a Password](#). In an increasingly interconnected world, cybersecurity is of the utmost importance for many businesses. In fact, poor security isn't just a hit to your reputation, it can also be expensive. Businesses of all sizes are looking for ways to mitigate these costs and prepare for cyberattacks.

Most Common Types of Data Breaches. A company that manages data must be always cautious against the potential of data breaches. There are several types of breaches, ranging from a simple human error to large-scale attacks by hostile actors, but any data exposure can have major ramifications for organisations.

Data Strategy Best Practices. Data Strategy, the master plan or blueprint for confronting day-to-day business challenges and meeting pre-defined business goals using data, has gained significant traction.

Critical Data Elements Explained. The process of identifying critical data elements (CDEs) is a fairly new best practice in Data Governance programs. Software does not yet support the identification process.

The Future of Data Literacy: A Fundamental Skill Shaping Society. With the rapid development of technology and the increasing importance of data in our daily lives, a fundamental shift is underway. As such, data literacy is becoming an essential skill for everyone - from students to professionals and beyond.

Data Centric Revolution: Is Knowledge Ontology the Missing Link? You would think that after knocking around in semantics and knowledge graphs for over two decades we would have had a pretty good idea about Knowledge Management, but it turns out some of us did not.

Will My Career Benefit from Becoming a Citizen Data Scientist? As a team member within a business environment, you may be familiar with the term "citizen data scientist."

Forget Data Literacy – Think Decision-Making Literacy. Making decisions is essential to our life. We make decisions every day, several times a day. Sometimes, these decisions are small, like what we will wear today or what we will eat for breakfast.

Governments worldwide attempting to regulate generative AI. Countries worldwide are monitoring the generative systems with their own unique rules and laws. For example, China proposed new laws, and the U.S. requested public comments.
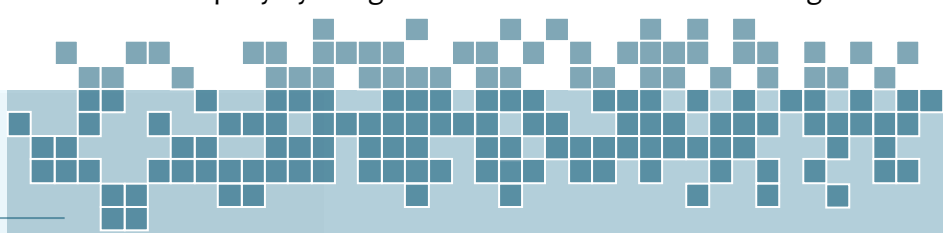
A Guide to Artificial Intelligence in the Enterprise. AI in the enterprise will change how work is done, but companies must overcome various challenges to derive value from this powerful and rapidly evolving technology.

Companies Must Have Guardrails in Place When Incorporating Generative AI. Companies worldwide are mesmerized by it, and lots are trying to figure out how to incorporate it into their business. At the same time, generative AI has also gotten a lot of companies thinking about how large language models (LLMs) can negatively impact their brands.

Mitigate Real Risks: Create Ethical, Responsible AI. Thirty-two percent of enterprises reported cost savings from AI, while 63% had seen their revenues increase. However, the survey also returned one finding of concern – that despite ramping up the use of AI, enterprises had not increased their efforts to mitigate its risks by a significant degree.

Developing a Digital Transformation Framework. In today's world, digital transformation is no longer an option. Instead, it is a necessity for businesses to stay competitive. The rapid pace of technological advancements, coupled with changing consumer behavior and expectations, has forced companies to rethink their strategies and embrace digital transformation.

Autodesk uses the Denodo Platform as a Logical Data Warehouse. Autodesk created a single, unified enterprise access point for any data used within the company by using Denodo data virtualization as a logical

data warehouse. Download this case study to learn how this strategy successfully transformed their revenue model from perpetual licensing to subscription based licensing and improved their entire organization's agility, performance and profitability. (DOWNLOAD DOCUMENT)

Best Practices for Migrating Applications to the Cloud. It is no secret that cloud migration and transformation helps your business attain desired growth, cost savings, agility, and profitability. With these, your team is able address customer needs faster, monitor app performance, and scale applications according to demand.

A Framework for Understanding Data Consumers and Producers. Something has been bothering me about data products. It's the point at which the consumer of a data product immediately switches to also be a producer.

How to Manage Risk in an Era of Explosive Unstructured Data Growth. The estimated amount of data created daily is 1145 petabytes per day, which is expected to grow to 463,000 petabytes (or 463 exabytes) daily by 2025. With the rapid evolution of data protection regulations, like the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) in the US, the data risk definition needs to evolve accordingly. (DOWNLOAD DOCUMENT)

3 Ways to Up-Level First-Party Data Enrichment Efforts. Today's consumers expect the companies they buy from to know their needs and preferences. However, as the advertising and privacy landscape evolves, marketers are facing impediments that limit their understanding of their customers beyond their brand walls.

Transforming Data Quality with Machine Learning. Machine learning makes improving Data Quality easier. Data Quality refers to the accuracy of the data: High-quality data is more accurate, while low-quality data is less accurate.

Five "Whys" of Data Cleansing. Data scientists claim that they spend 80% of their time cleansing data and the other 20% of their time complaining about cleansing data.

Data Integrity vs. Data Quality. Data Quality and data integrity are both important aspects of data analytics. With the rapid development of data analytics, data can be considered one of the most important assets a business owns.

Leveraging Data Pipelines to Meet the Needs of the Business: Why the Speed of Data Matters. Organizations must ensure that information is not only available to users when needed, but also reliable and trustworthy. As a result, many are applying data pipelines, which are a series of steps that prepare enterprise data for analysis, to help.

CDO, CEO, CIO Relationship. Even in today's data-driven landscape, many Chief Data Officers (CDOs) remain misunderstood by their businesses. As a result, their place in the org chart is likely to further prevent them from making business impact with data.

Cyber Detection: A Must-Have in Primary Storage. While endpoint security, network security, and the cybersecurity of servers and applications are all needed, you leave your organization vulnerable if you don't include cyber storage resilience. One of the key capabilities that have emerged in 2023 as part of expanding an integrated, modernized storage solution is cyber detection.