DAMA NCR-RCN

Monthly Newsletter

January 2024

DAMA NCR's Chapter Meeting

Chapter meetings are held quarterly, on the second Wednesday of the month. Next Chapter meeting will be on **March 13, 2024 from 17:30 to 18:30**; the invitation, presentation details, and agenda for next meeting will be forthcoming. **Register** for the virtual event.

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.

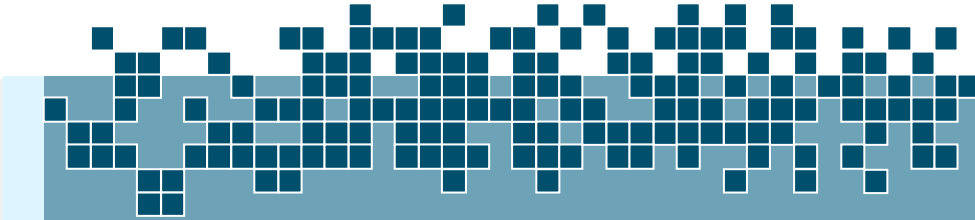
DAMA NRC-RCN Store

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. Tuesday January 16, 2024, 18:00- 20:00 at 10 Fourteen Bar – 1014 Wellington St. West, Ottawa.
DAMA NCR-RCN hosts social events every third Tuesday of each month. Join data professionals from the National Capital Region to socialize, strengthen business connections, get fresh ideas, and raise your professional profile.

Optimizing Business Performance Through Master Data Governance and Architectural Innovations (Virtual event). Tuesday January 16, 2024, 11:00-12:00 EST.
Intended for business sponsors, solution architects, business users, and data stewards interested in leveraging emerging trends in Master Data Governance and architectural patterns. The event covers business imperatives and the challenges faced by various companies, aiming to identify new ways to govern and manage master data.



Introducing Preserve365®: Transform how you Archive, Govern, Access long-term records in Microsoft 365 with Active Digital Preservation™ (Virtual event). Tuesday January 16, 2024, 11:00-12:00 EST.
A brand-new solution that seamlessly embeds Preservica's Active Digital Preservation™ right into a Microsoft SharePoint experience. Use existing tools to maximize an investment in Microsoft and ensure long-term records can be read and trusted over decades.

Bridging the Trust Gap in Generative AI: The Big to Better Data Imperative (Virtual event). Wednesday January 17, 2024, 13:00-14:00 EST.
The evolving landscape of data and AI presents a number of consequential trends for 2024. An organization's data and metadata are a unique assets, but there is need to figure out — right now — how to turn big data into better data to acquire this value.

Deep Dive Demo: Immuta's Amazon S3 Integration for AI Workloads (Virtual event). Wednesday January 17, 2024, 13:00-14:00 EST.
Learn how a centralized point of policy and control across storage platforms such as Amazon S3 and data platforms such as Snowflake and Databricks works; and how even non-technical people can create policies in plain language granting permissions against various objects in Amazon S3, ranging from buckets and folders to individual files.

Enterprise Data Governance Online (EDGO) (Virtual event). Wednesday January 24, 2024, 11:00-17:30 EST.
Annual in-depth educational program is dedicated to teaching anyone working with data to build, manage, and improve their Data Governance strategies.

Bringing AI to your marketing stack: fireside chat (Watch-on-demand).
Conversation focus on how marketers and product managers can: a) Supercharge the entire marketing stack with predictive user insights; b) Automate personalization with next-best-offer and next-best-action decisioning; and c) Create predictive audience segments and target experiences to the right customers.

Articles

Guide to Building a Data Strategy Framework. A data strategy is only as good as the framework supporting it. Without a framework, you will not have a strategy. This is not something that is necessarily complicated to plan out, but it can be confusing to know what exactly constitutes a good data foundation.

How to Become a Data Governance Lead. The Data Governance lead is responsible for the systems and rules used to ensure data is legal, well-organized, safe, accessible, and valuable. They are responsible for developing and communicating Data Governance policies.

Case Study: Executing an Effective Data Strategy. USTRANSCOM Chief of Emerging Technology Larry McLean discusses how such a complex mission naturally produces complex data and requires an effective and deeply considered Data Strategy plan to manage and secure that crucial data.

Metadata Governance: An Outline for Success (Part One). Organizations are driven by their mission and the underlying strategies to accomplish that mission. Organizations that fail to understand their mission and strategies will at best flounder and at worst fail.

Metadata Governance: An Outline for Success (Part Two). Discussion on the "so what" aspects of data governance — that is, what types of analysis can be performed, what the analysis means, data quality, and the "if you liked this data, you'll probably like this data" aspects of data governance.

The Art of Lean Governance: Governance Metadata Management. At the recent InfoGovWorld conference, there was a panel discussion about the future of Data Governance. Common themes were the growing importance of governance metadata, especially in the areas of business value, success measurement and reduction in operational and data risk. The future lies in metadata management.

Metadata is Like Body Language. What's happening with the metadata in most enterprises? First off, everyone believes it must be governed and often IT goes to great lengths to document it, but what often occurs is a tremendous amount of manual and/or semi-automated effort to create a metadata repository.

Quantifying the Value of Data to Business Leaders. When you hear the phrase "data monetization," you might think of selling data to a third party – along with the many ethical and privacy issues that go with it. While this practice plays a significant role in our modern economy, there is another type of data monetization that receives less buzz but is equally lucrative: using internal data to gain insights, make better decisions, and improve business performance.

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)

Logical Data Management for Environmental, Social, and Governance (ESG) Initiatives. While there are many ways to build, support, and develop an environmental, social, and governance (ESG) initiative, one impactful way to streamline and dramatically accelerate such an undertaking is by ESG relies on a steady stream of reliable, trusted data.

Five Must-Have Characteristics of Extraordinary Data Scientists. Despite recent large-scale layoffs in major tech firms, the future is bright for data managers, analysts, data wranglers, and consultants. In fact, the number of jobs requiring Data Science skills is expected to grow by 27.9% by 2026.

Solving the Cloud Skills Shortage Through DEI. The tech industry continues to adjust to ever-changing software and application updates and innovations, with 90% of IT leaders agreeing that cloud adoption is essential to keep up.

A Field Guide for Launching and Growing a Career in Data Science. In recent years, the demand for data scientists has skyrocketed as organizations recognize the value of data-driven insights.

The ethics of military AI. The ethical justifications for developing and deploying artificial intelligence (AI) in the military do not hold up to scrutiny, especially those regarding the use of autonomous weapon systems, according to AI ethics expert Elke Schwarz. (DOWNLOAD DOCUMENT)

5 Ways to Accelerate Analytics and Activate Data. Help data leaders identify, communicate, and resolve common data issues and focus on scoring strategic wins with data. (DOWNLOAD DOCUMENT)

How Analysts Leverage Creativity to Gain Powerful Insights from Alternative Data. Creativity is critical to producing superior results in any field, whether it's the arts, sciences, or technology. The same can be said for alternative data analysis.

Fundamentals of Prescriptive Analytics. Prescriptive analytics uses historical data to find the best course of action for the future. In a way, prescriptive analytics combines elements from both descriptive and predictive analytics to arrive at actual solutions.

AI Playbook. In today's dynamic business landscape, leveraging AI is crucial to stay ahead of the competition. A comprehensive playbook offers valuable insights and practical strategies to help you foster an inclusive culture, overcome challenges, and maximize the benefits of AI implementation.

The Fundamentals of Data Integration. Data integration uses both technical and business processes to merge data from different sources, helping people access useful and valuable information efficiently. A well-thought-out data integration solution can deliver trusted data from a variety of sources.

Data Lineage Tools: An Overview. Data lineage is the process of tracking and tracing data from its origin to its destination. It provides a detailed understanding of how data moves through an organization's systems, applications, and processes.

Data Security Posture Management (DSPM): A Technical Explainer. Data is growing on a massive scale – it spreads across geographies, systems, networks, SaaS applications, and multi-cloud. Similarly, data security breaches are following suit and increasing in number (and sophistication) every year.

Four Steps to Ensure a Smooth Cloud Migration. When it comes to cloud migration, there's a lot to consider – which workloads should be migrated, how much storage space is needed, which cloud provider is best for your workloads, not to mention how much it will cost.

Data Mesh: A Pit Stop on the Road to a Data-Centric Culture. The noble effort to build a "data-centric" culture is really a journey, not a destination. With that perspective, we can understand that no matter how good a given environment seems to be –especially compared to whatever existed before – there's always room for enhancement.

Data Mesh vs. Data Fabric: What's the Difference? When two different concepts sound or act alike, it can be easy to conflate them. We see this in everyday life: jelly vs. jam, weather vs. climate, latitude vs. longitude, concrete vs. cement, the list goes on. In the ever-expanding world of data jargon, this kind of problem can easily become prevalent.

Privacy Controls for Modern Data Stacks: A Complete Overview. It is nearly impossible to participate in today's society without having to share your personal information. We routinely offer up our data when we visit the doctor, shop online, do our taxes, and in hundreds of other instances. Most times, this happens without a second thought – but as privacy violations increasingly make headlines, it is becoming more difficult to not think twice about providing your sensitive personal data to others.

Data Leak Prevention for Modern Tech Stacks. When people think of threats to data, malicious hackers who are out to profit off our information tend to come to mind. But what about the risks that are hiding in plain

sight? Outdated systems, shared passwords, and lax controls may all seem like low grade issues – until they end up at the root of a data leak.

Raw Data as the Precursor to Everything Data. The world revolves around data. Just about any important decision organizations make depends on the data they have. Data helps organizations mitigate risks, plan marketing campaigns, devise research-backed strategies, and tons more.

Which Data Quality Issues Are Plaguing Data Engineers Today? We have all generally heard that data quality issues can be catastrophic. But what does that look like for data teams, in terms of dollars and cents? And who is responsible for dealing with data quality issues?

Creating a Successful Data Quality Strategy. Maximizing the value of data often comes down to ensuring it's in the right place at the right time and in the right form. While that process may produce magical-seeming results, the road to creating an optimal data quality strategy need not be mystifying.

Maturing Business Intelligence with Data Governance. Data Governance (DG) ensures that enterprise data, the most valuable business asset, is preserved and used in the most efficient and safest manner. That said, Data Governance puts immense demands on organizational policies, processes, technologies, and lastly on accountable staff to develop an executable framework, from its core architecture to implementation stages.

Data Ethics: New Frontiers in Data Governance. Would you feel comfortable serving as a Data Governance consultant for an organized crime family … but not for a brokerage with tax fraud in its past? Could the use of ransomware be considered socially acceptable if its demands benefitted needy children?

Dear Laura: Data Governance Budget Woes. Laura Madsen answers questions on Data Governance – about working to challenge the status quo, and how it will "really" work.

Why Mature Data Governance Is Essential for Data-Driven Diversity, Equity, and Inclusion (DEI) – Part 1. Diversity is recognized as key to increasing performance within organizations. Chief diversity officers face challenges, however, when attempting to take a data-driven approach to diversity, equity, and inclusion (DEI).

Leveraging Data Governance to Manage Diversity, Equity, and Inclusion (DEI) Data Risk – Part 2. Practices that organizations use to mitigate data risk and demonstrate how chief diversity officers can more effectively partner with data professionals to advocate for data-driven DEI.

Six Crucial Refinements to Data Strategy Conventional Wisdom. Learn of the refinements to the conventional wisdom that can help avoid the common pitfalls that occur when developing a practical data strategy in the real world.

The Compounding Costs of Data Transformations, Teams and Tools. A guide that provides insight on: a) The hidden costs of manual data transformations (there are more than you might think); b) How to streamline your data transformation pipeline; c) Strategies for cost reduction and scalability; and d) Real-world success stories. (DOWNLOAD DOCUMENT)

Crossing the Data Divide: Closing Gaps in Perception of Data as Corporate Asset. The divide is the challenge data leaders face pivoting their organization's culture to one that is driven by data. That challenge has many facets including technology, but perhaps even more importantly, it includes change management, communication, planning, literacy, and a whole host of other things.

Data Professional Introspective: Conducting a DCAM Assessment. Description of the Assessment steps and activities, including scoping, phases, timing, materials used and developed, and what the deliverable contains. Then, we'll explore the differences and challenges that arose in conducting an Assessment with the DCAM compared to the DMM, and how they were managed.

Data Ethics: Safeguarding Privacy and Ensuring Responsible Data Practices. The importance of data ethics cannot be emphasized enough in the digital era. With so much data being created, processed, and stored, people and businesses must prioritize privacy and maintain appropriate data practices.

Maximize Data Impact with an Effective Data Lineage Strategy. High-quality data can produce powerful insights that enhance decision-making. For data-driven organizations, this leads to successful marketing, improved operational efficiency, and easier management of compliance issues.

The Lifecycle of the Cloud. The cloud operating model, emphasizing philosophy rather than location, can be likened to a wheel with a cycle. It involves leveraging the public cloud, the private cloud, and even the colocation model at different times.

Unique Threat Landscape of Digital Divide. Rural areas worldwide are disconnected in a landscape that nearly requires the internet to work or socially interact. But eventually, the entire planet will have equal, high-speed internet access. Neglecting the digital divide and broadband gap will cause cybersecurity concerns for communities entering the digital era.

9 Best Practices for Real-Time Data Management. In the era of digital transformation, data has become the new oil. Businesses increasingly rely on real-time data to make informed decisions, improve customer experiences, and gain a competitive edge. However, managing and handling real-time data can be challenging due to its volume, velocity, and variety.

Why you need an AI ethics committee. As AI technologies, such as ChatGPT and Dall-E, have garnered attention, big tech companies have slashed AI ethics boards.

Current State Analysis of Your Data – Part 1. Whether you are stepping into a new organization as a data lead or trying to overhaul your data infrastructure, the first step in the process is to understand how your organization currently uses data.

Current State Analysis of Your Data – Part 2 – Data Freshness. Data Freshness: what it is, why it's important, and what questions to ask to determine its current state. The questions are organized by stakeholder group to facilitate usability.

Current State Analysis of Your Data – Part 3 – Data Culture. This article focuses on data culture, what it is, why it is important, and what questions to ask to determine its current state.

Current State Analysis of Your Data – Part 4 – Data Outcomes. Data Outcomes: what they are, why they are important, and what questions to ask to determine the current state.

What Is a Feature Store in Machine Learning? A feature store is a centralized platform for managing and serving the features used in machine learning (ML) models. A feature is an individual measurable property or characteristic of data that is used as input to an ML model.

Generative AI and Semantic Compliance. Only CPT and its peers know how many statements have been made based on results from generative AI. But there are loads of them.