



NEWSLETTER

Highlights

Wed. June 21st, 2017



1299 Zurich Way
Schaumburg, IL 60196

PRE-REGISTER for June Meeting by
Monday June 19th, 2017

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(See Page 3 for details)

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Membership is yearly. Please renew by going to our website at DAMAChicago.org and clicking on 'Pay Your Dues'.
Prospective members, now would be a great time to join DAMA. Just follow the above instructions.

If you have any questions about membership please contact us at vpmembership@damachicago.org

Upcoming Meetings

DATE	LOCATION	SPEAKERS
August 16th	Northern Trust	David Marco Anthony Algin

From the Desk of Latha Nair, President, DAMA Chicago Chapter



VACATION DESTINATIONS

For those who are looking for vacation ideas, how about getting inspired by data centers?

Gone are the days when gold was a measure of wealth and folks looked for innovative ways to store, secure, and manage their treasure. Today, wealth is merely a horde of numbers stashed in digitized accounts, accessible online, strong password highly recommended. The "gold" sits in massive data centers. Secret locations, impenetrable walls, devious locking mechanisms, etc. are still needed. But, this "gold" is best served cold.

A sample for the travel junkie:

[Node Pole](#): Also known as Lulea, Sweden. Inspired by the article, Facebook's data center uses reliable hydroelectric power and the frigid Nordic air keeps the servers cool.

[Room 48](#): A 300 million year old limestone cave, deep in bucolic Butler County, PA is Iron Mountain's attempt to leverage geothermal conditions to cut costs. Limestone absorbs heat and the cavern's natural attributes add to the cool and secure factor.

[Pionen White Mountain](#): An underground Cold War bunker under granite rocks in Stockholm is Bahnhof's answer to security and innovation. It is nuclear proof too!

Perhaps, these companies will add a guided tour that ends in a gift shop to round off the tourist experience. Who wouldn't want to tour a data center!

Morning Presentation

TOPIC: INTEGRATING DATA LAKES WITH ENTERPRISE BI

Successful integration of the data lake into an established, enterprise data ecosystem requires partnering with business data resources guiding overall goals, along with data stewardship and management for controlled oversight.

The presentation discusses how IT at HCSC collaborates with business data resources and data stewards to help build out and mature the data lake, including:

- Eliciting business requirements for the data lake, followed by validating their implementation as part of user acceptance criteria
- Fostering data steward and business data resource buy in and support through frequent check-ins and status communications
- Proving out capabilities, needs, and requirements through Pilots, POCs, and User Acceptance Testing
- Planning for controlled Self-Service BI across the entire enterprise analytics and BI ecosystem, to ensure trusted data discovery that performs well

ABOUT SPEAKER: SUSAN SWANSON

Susan is an information management professional specializing in implementation of enterprise analytics and reporting solutions within foundational data governance and management frameworks. Her business intelligence solutions experience includes Sales and Marketing, Campaign Management, Product Performance, Optimization, and Utilization applications.

Susan’s recent engagements at Health Care Services Corporation (HCSC) include ingesting data into a managed data lake and provisioning it in a standardized, cataloged, validated, and secured manner; for both broad enterprise and specific departmental consumption use. She has presented her data experiences at Enterprise Data World, Oracle OpenWorld, and ESRI user conferences.

TOPIC :GENERAL DATA PROTECTION REGULATION & DATA GOVERNANCE

EU - GDPR (General Data Protection Regulation) primary objective is to give citizens and residents control of their personal data. It goes into effect on *May 25, 2018* (less than one year from today). Penalties for failure to comply with GDPR may be assessed in the amounts of 20,000,000 Euro or 4% of worldwide revenues, whichever is greater. If you have no businesses domiciled in the EU and think the GDPR will not apply to you... think again! If you sell to, or collect data on, EU citizens or residents, you may be subject to GDPR regulation, regardless of where you are located.

The GDPR regulation will significantly raise the need for Global Data Governance across the entire enterprise. This presentation will explain GDPR, and illustrate why you need to accelerate your data governance and protection around all personal (customer, supplier, employee, etc.) data.

8:30 A.M. Coffee & Networking

9:00 A.M. Business Meeting

9:30 A.M. SUSAN SWANSON :
Integrating Data Lakes with Enterprise BI

11:00 A.M MIKE MILLER : EU - General Data Protection Regulation (GDPR) & Data Governance

12:00 A.M LUNCH

1:00 P.M. SNEHA JAIN : The Voice Of The Customer from Social Media

2:30 P.M. ERIC CRISTY : DENODO Vendor Presentation

3:00 P.M. Door Prize Drawing and Adjournment

ABOUT SPEAKER : MIKE MILLER

Michael G. Miller is a Principal Consultant, member of Infosys - Data and Analytics (DNA) group with concentrations in Data and Information Strategy, Data and Information Governance, as well as Regulatory Compliance (GDPR, BCBS239, etc.) for global customers. Mr. Miller has over 30 years of business & IT in enterprise architecture (TOGAF), business intelligence and data governance.

Afternoon Presentation

TOPIC:THE VOICE OF THE CUSTOMER FROM SOCIAL MEDIA


SPEAKER : SNEHA JAIN
SOCIAL DATA INTELLIGENCE MANAGER
McDONALD’S CORPORATION

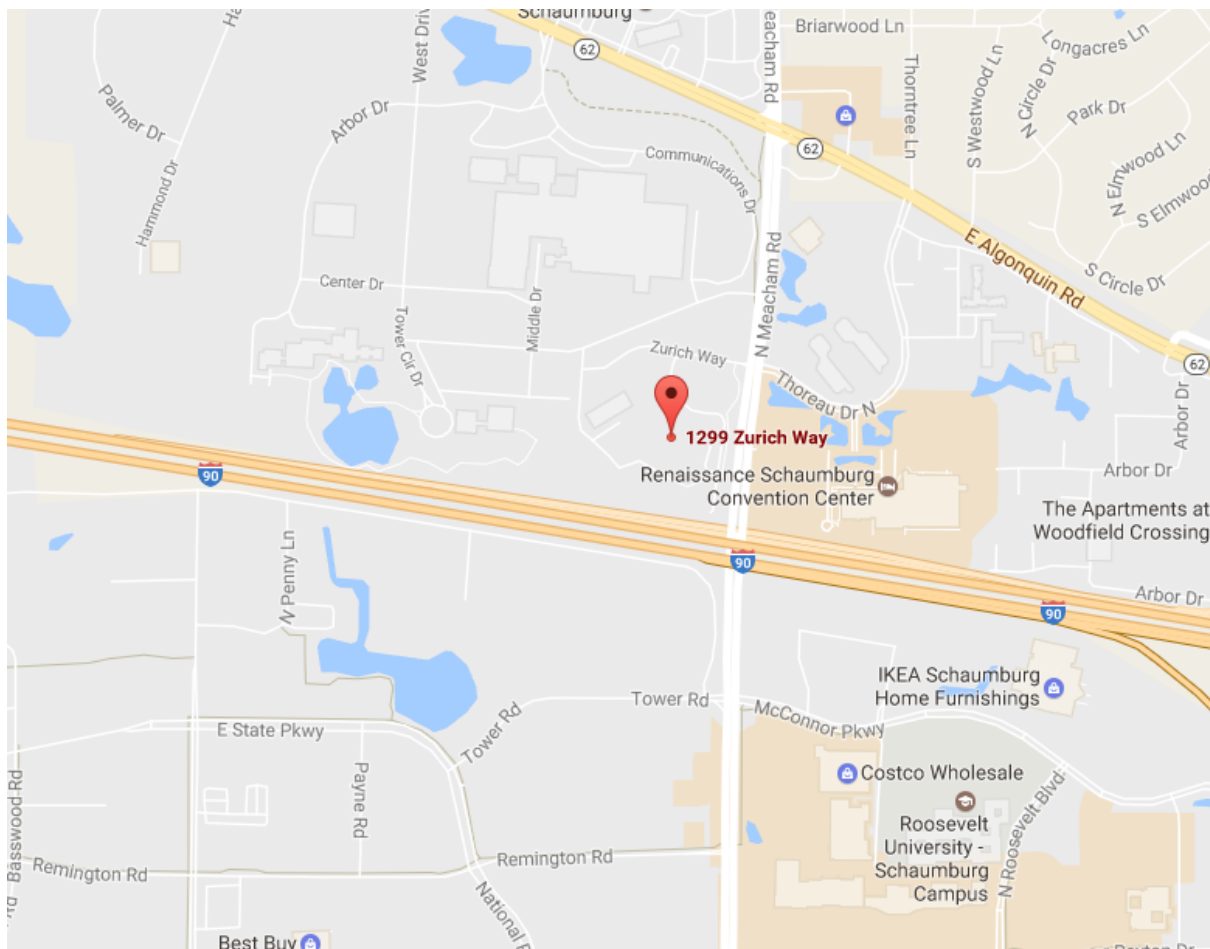
Sneha leads Global data strategy to build a social data roadmap and her department acts as the social insights hub to support business functions by understanding the true voice of the customer in social media. The Global Brand Hub will invent the next generation of real time data; integrated experiences that leverage the store, the web and mobile, with social identity being the glue.



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ZURICH 1299 Zurich Way , Schaumburg, IL 60196



There are entrances from Meacham Road as well as Algonquin Road

data modeling zone

DMZ US Oct 16-18 2017 in Hartford, CT

Location : [Marriott Hartford Downtown](#)

[VIEW AGENDA AND REGISTER](#)

DMZ Europe Oct 23-24 2017 in Düsseldorf, Germany

DMZ Australia March 5-6 2018 in Canberra, Australia

Data Modeling Zone (DMZ) is the annual conference in the US and in [Europe](#) where you can sharpen your data modeling skills, share experiences with other data professionals, and shape our data modeling industry. DMZ US contains over 50 sessions crossing five tracks: Foundational Data Modeling, Requirements and Communication, Big Data and Architecture, Hands-On and Case Studies, and Advanced Data Modeling.

DATAVERSITY

Call for Presentations

Deadline July 10, 2017

DebTech International and DATAVERSITY are now accepting presentation proposals for the **2017 Data Governance Winter Conference**

Date: Dec. 4-8, 2017

Delray Beach Marriott, Delray Beach, FL.

We are interested in proposals that focus on case studies, lessons learned, success stories, practical strategies and methodologies related to data governance. We encourage novice presenters as well as experienced presenters to submit proposals for this event.

[SUBMIT PROPOSAL](#)

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 roundtable 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.



Denodo - the leader in Data Virtualization provides business agility by integrating disparate data from any enterprise source, Big Data and Cloud in real time.

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