



Each of the courses described on my website can be offered to your user group, with the addition of the four described here. Each of these presentations can be from 1 to 3 hours in length, and are offered to non-profit user groups such as DAMA and CA User Groups at sharply reduced rates.

Steve's "The Data Model Scorecard" presentation was a hit at our chapter meeting. Not only was it informative, but we discovered Steve is a dynamic and entertaining speaker as well. In addition, he drew a record number of first time attendees! We look forward to having him back.

Norman Daoust, Vice President, Education Services
Data Management Association International - Greater Boston Chapter

Using the Scorecard to improve data model quality

Aim, wind, and gravity influence an arrow's trajectory, much the same way as deadlines, skills, and biases influence a data model's trajectory, strongly impacting whether a model will reach its target of accuracy, longevity, practicality, and consistency. The archer's score can be quickly calculated and we can easily see the success or failure of her work. This is where the analogy ends however, because there is no standard way of measuring the strengths and weaknesses of our models, leaving much up to interpretation, perception, and the test of time.

After years of reviewing hundreds of data models, I have formalized a set of data model quality criteria into what I call the Data Model Scorecard. The Scorecard contains all of the criteria for highlighting strengths and identifying weakness in our designs. This presentation will go into detail on the Scorecard, and provide techniques and tips for improving the quality of your model.

This presentation covers the following:

- Understanding the need for an objective measure of data model quality.
- Explaining the Scorecard, including the criteria based on correctness, completeness, structural soundness, flexibility, standards, and model consistency.
- Applying the Scorecard to different types of models. This includes logical and physical models, and both operational and business intelligence designs.
- Introducing the Scorecard into a development methodology and your company culture.

What's inside the 'Black Box'? Using data models to explain ERP systems

Enterprise Resource Planning (ERP) applications such as SAP, Siebel, and PeopleSoft have been implemented and run in many organizations worldwide. These applications are promoted as self-contained systems (informally known as "Black Boxes") which for the most part require only a basic knowledge of how to enter data into the system and transfer data in and out of the system using standard interfaces. The concept of self-contained is a strong selling point for these applications, as corporations can save time and money by avoiding the "reinvent the wheel" concept.

However, situations arise where we need a detailed level of understanding of the structures within these systems. For example, consider the challenges of mapping ERP to non-ERP data elements, or educating new team members in an unrealistically short timeframe. These are areas where I have found data modeling to be extremely useful. This presentation will discuss how I used a series of data models to explain a very complex area within SAP addressing my approach and the benefits derived.

This presentation covers the following:

- The unique challenges we face with ERP packages and data modeling to the rescue
- A recommended approach to building ERP data models along with key decisions and tradeoffs necessary for success
- A detailed actual case study showing how I used modeling to understand what is in the “Black Box” of SAP Classifications

Enterprise Data Model Settings

A photographer can adjust settings on their camera to capture a particular scene, much the same way as a data modeler can adjust settings to capture a particular view of the business. At times the whole business needs to be photographed, and we call this picture the enterprise data model (EDM). There are four settings available to capture the many EDM variations. I will define the EDM, explain these four settings with examples, and then discuss the initiatives that benefit most from a complete and accurate EDM.

This presentation covers the following:

- A practical explanation of an EDM
- The four settings of detail, abstraction, time, and function that lead to many EDM variations
- The right setting levels for your organization
- The five areas that benefit most from the EDM

Using abstraction to accommodate future requirements

In designing our data warehouse, one of our challenges is to balance modeling the current requirements versus accommodating future needs. Failure to design with flexibility can lead to costly structure and development rework down the road. Abstraction is a modeling technique we can use to incorporate flexibility into our data models by redefining and combining some of the data elements, entities, and relationships within the model into more generic terms.

This presentation covers the following:

- An explanation of abstraction
- A short workshop on applying abstraction
- The good and bad of abstracting
- Abstraction in practice
- Meta data entities

About the instructor

Steve Hoberman is a world-recognized innovator and thought-leader in the field of data modeling. He has worked as a business intelligence and data management practitioner and trainer since 1990, and is a popular presenter at industry conferences, both nationally and internationally. Steve is a columnist and frequent contributor to industry publications, as well as the author of *Data Modeler's Workbench* and *Data Modeling Made Simple*. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard.