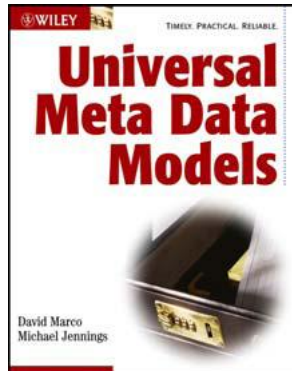
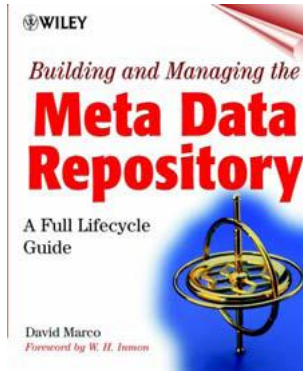


Managed Meta Data Environment (MME) Full Life-Cycle Guide 3 Day Seminar

What You Will Receive

All attendees will receive a free copy of either of David Marco's top selling books "Building and Managing the Meta Data Repository" or "Universal Meta Data Models".



Attendees also receive a copy of the course materials, speaker notes and a **certificate from EWSolutions** showing completion of this course. Those graduating with honors will be designated as such on *EWSolutions'* website.

Overview

Meta data is one of the hottest arenas in information technology today. Corporations have realized the value of meta data and the absolute need for it in order for their businesses to thrive in increasingly competitive markets.

Building a managed meta data environment (MME) is no longer an option, but an absolute requirement for corporations. Companies have realized that without a MME their IT departments cannot properly manage their systems and that their systems are not providing true value to the business end user. **A MME is the system that manages your company's systems.**

This practical course leverages the lessons learned from companies that have successfully deployed MMEs. The real-world MME case studies will be used to demonstrate the importance of having a methodology for defining meta data requirements, capturing and integrating meta data, how to calculate return on investment (ROI), form a team, and develop a project plan, advanced meta data architectures, pulse-of-the-market analysis of meta data integration tool vendors, methodology for defining an attainable project scope, and a detailed walkthrough of a detailed meta data model.

Audience

- Data Architects
- Enterprise Architects
- Data Administrators
- Database Administrators
- Database Designers
- Systems Analysts
- Business Analysts
- Project Managers
- IT Professionals

Learning Objectives

- You **Will** Construct Your Own Release 1.0 Meta Data Project Scope Document
- Six Layers of the Managed Meta Data Environment
 - Meta Data Sourcing Layer

- Meta Data Integration Layer
- Meta Data Repository
- Meta Data Management Layer
- Meta Data Marts
- Meta Data Delivery Layer
- In-depth Analysis Meta Data Tool Vendors
- Understand and Build Your Own Weighted Tool Checklist
- Develop a MME Architecture
- Understand the architectural techniques of Centralized, Decentralized, and Distributed
- Learn a Full Life-Cycle Methodology for Implementing a MME
- Organize and Manage Your Team
- Understand How to Define Requirements That Yield Positive ROI
- Understand How to Manage Risk and Anticipate the Stumbling Blocks Before They Occur
- Identify the Challenges of Implementing a MME
- How to Successfully Build an IT Portfolio Management System
- Understand How to Build a MME That is Flexible to the Changing Technical Marketplace

Benefits To Your Company

- Current IT systems are highly inflexible and poorly understood. Proper meta data management holds the key to reducing IT budgets and for creating a more adaptable IT environment
- Meta data provides the semantic layer between the decision support system and the business end users. This significantly enhances the value of the data warehouse/data marts to the business end users
- Proper meta data management reduces IT budgets as a MME shrinks development cycles for initially growing and maintaining the data warehouse
- Gain competitive advantage by creating a Meta Data Sourcing Layer and Meta Data Integration Layer strategy for your company
- Save valuable time and money by understanding the challenges of implementing a MME

What Makes This Certified Course Unique

- This ICCP-certified course provides participants with practical, in-depth understanding of enterprise-wide data management. Through case studies and team interaction attendees will attain the real-world implementation skills necessary to build a successful MME on the first implementation. In addition, it provides valuable insight into how meta data is changing the way we implement all of our IT systems.

Seminar Outline

1. Understanding Meta Data
 - Analyze the Current State of the Meta Data Industry
 - Cutting through the meta data market hype
 - Defining meta data

- Technical meta data
 - Business meta data
2. Challenges in the Meta Data Industry
 - Selling the Concept of Building a MME to Management (ROI)
 - Active vs. Passive meta data
 - Top 10 Things to Avoid to Ensure Project Success
 3. How to Implement a MME
 - Challenges of Implementing a MME
 - Keys to a Sound MME Architecture
 - How to tie the data warehouse architecture to the MME architecture
 - Defining Meta Data Requirements
 - Identifying Sources of Meta Data
 - Integrating Sources of Meta Data
 - Accessing the MME
 - Approaches to Meta Data Development
 - Creating the MME Team
 - MME Team Role Walkthroughs
 - Creating the MME Project Plan
 - Meta Data ROI Definition
 - Constructing the MME Scope Document
 - Create a Meta Data Integration Strategy for your Company
 - Meta Data Delivery
 4. Understanding the Key Meta Data Vendors
 - Evaluating Meta Data Tools (integration and access)
 - Real-world, detailed analysis of all of the top meta data tool vendors
 - How to Evaluation Meta Data Tools Vendors
 5. Meta Data Repository Architecture
 - Centralized, Decentralized, and Distributed
 - Advanced Architecture Techniques (Bi-Directional, and Closed Loop)
 6. IT Portfolio Management
 - Defining IT Portfolio Management
 - Listing of the Specific Technical Meta Data Needed for IT Portfolio Management
 - Keys to a Successful IT Portfolio Management Initiative
 7. Capability Maturity Model (CMM)
 - CMM Overview
 - CMM Applications
 - MME's Role in CMM
 - How a MME Can Move a Company Up the Capability Maturity Model (CMM)

8. Understand the Power of Meta Data

- Meta Data as the Key to Knowledge Management
- Meta Data Above and Beyond Data Warehousing
- Future Direction of Meta Data

About The Instructor:



David Marco

President

EWSolutions

Best known as the world's foremost authority on meta data management, he is an internationally recognized expert in the fields of data warehousing, data governance and enterprise information management. In 2004 David Marco was named the "**Melvil Dewey of Metadata**" by Crain's Chicago Business as he was selected to their very prestigious "**Top 40 Under 40**" list. He followed up this honor in 2007 by being named one of DePaul University's "**Top 14 Alumni Under 40**". In 2008 David Marco was enshrined into the very select **DAMA Data Management Hall of Fame** (Professional Achievement Award).

David Marco is the author of the widely acclaimed, top-selling books "**Universal Meta Data Models**" and "**Building and Managing the Meta Data Repository**". In addition, he is a coauthor of "**Impossible Data Warehouse Situations and Solutions From The Experts**" and "**Data Resource Management**". David Marco has published hundreds of articles, is a regular columnist for several technology magazines, is the chairman of the Enterprise Information Management Institute (EIMINSTITUTE.ORG) and has served as a judge in dozens of industry awards.

He is a highly sought after speaker and has presented hundreds of keynote addresses and courses at the major business, data warehousing, and meta data conferences throughout the world. David Marco has taught at the **University of Chicago** and **DePaul University**, and is on the **Advisory Council for DePaul University's College of Commerce**. In addition, he is the founder and President of *EWSolutions*, a GSA schedule and Chicago-headquartered strategic partner and full life-cycle systems integrator dedicated to providing companies and large government agencies with best-in-class, award-winning solutions using enterprise information management, data warehousing, data governance and managed meta data environment technologies (866) EWS-1100 or visit WWW.EWSOLUTIONS.COM. He may be reached via email at DMARCO@EWSOLUTIONS.COM