

# Annual DAMA Event Unveils Recent Breakthroughs in Field of Data Management

## PRESS RELEASE

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## The DAMA International Symposium & Wilshire Meta-Data Conference Delivers Newest Ideas, Technologies, and Products for Managing Data in 2007 and Beyond

LOS ANGELES—February 14, 2007—With less than one month until the event, Wilshire Conferences and DAMA International released a preview of the much-anticipated discoveries to be revealed at this year's conference in Boston, MA, March 4-8.

Focused on the superior collaboration and management of data, realizing substantial financial savings from successful metadata strategies, and deriving the greatest value from corporate data, this year's event in particular is geared toward both the IT and business communities alike.

### NEW METHODOLOGIES, TECHNOLOGIES, AND PRODUCTS TO INCLUDE:

- **The Virtual Prototyping Warehouse—James Paat, of Sypherlink, Inc.**, outlines this new concept involving providing a temporary, virtual view into the combined data sources allowing end business users to rapidly define, test, edit, report from, and validate the ultimate, physical data repository before it is implemented, thus resulting in a gain of immediate value from the data sharing initiative as well as a tool for managing changes to requirements.
- **Data-Driven Mapping—**With data governance efforts, discovery is key, as you can't manage what you can't find. **Denise Sparks, of Exeros, Inc.**, explains how this new methodology and an accompanying technology eliminate the guesswork by using a fact-based approach to automatically discover hidden sensitive data, forgotten business rules, and unknown data inconsistencies.
- **Self-Learning Technology—David Faibish, of Zoomix**, shows how this new class of data quality solutions is enabling corporations to quickly and non-intrusively achieve high-quality master data across the organization.
- **SOA—James Bean, of American Express**, provides a practical and real-world explanation for this exciting new technology, guides the data practitioner through

the supporting Web services standards, and identifies where the data practitioner can have influence and add value. **Brent Carlson, of LogicLibrary**, details how to initiate SOA governance at the design and development phase and why this is crucial to achieving the intended business objectives of improved agility and reduced IT costs.

- **Web 2.0 Technologies—Todd Stephens, of BellSouth**, outlines the new transformations in the world of metadata based around this innovative environment, identifies how products like Microsoft's SharePoint and IBM's WorkSpace are changing the landscape for knowledge and information collection, and lets you in on how you can be part of this revolution.
- **Social Networks—David Loshin, of Knowledge Integrity, Inc.**, details the process of Social Network Analysis (SNA), defines the underlying links, and explains how to measure and assess affinity between its different objects.
- **Enterprise Ontology—Dave McComb and Simon Robe, of Semantic Arts, Inc.**, demonstrate how to build an ontology using OWL/DL and describe how this semantic model can reduce complexity in the architecture and applications based on it.
- **Information Technology Infrastructure Library (ITIL)—Charles Betz, author and renowned architect**, explains the importance of this library of best practices for IT service managers as well as data professionals and why ITIL practices such as Configuration, Change, and Capacity Management have direct relevance for both communities.
- **New Generation of Master Data Management Capabilities—Don Tapscott, international business strategist and CEO of New Paradigm**, introduces these new capabilities and describes how accurate master data can eliminate uncertainty, aid reporting/compliance, reduce costs, increase sales, streamline processes, improve loyalty, optimize other IT investments, and, in general, provide companies with the elusive "single version of truth" necessary for success in today's environment.

"This year's event really supercedes previous events in terms of both the number of new technologies being showcased and the value these developments have for the field of data management," states Tony Shaw, President of Wilshire Conferences. "Many of the new technologies we will see this year have already been utilized by some industry frontrunners with staggering results as far as implementing successful metadata projects and realizing significant financial gains."

Another difference of this year's conference: the applicability of the information, strategies, and products to both data and business professionals. "For the past few years, IT and business have been struggling to find common ground with regard to the implementation of costly initiatives," notes Dave Wilkins of Metamodels. "I feel the material presented in Boston will really highlight the critical role of business in our data-centric climate and how decision makers can benefit from putting these strategies into place, or more accurately, how they can not afford not to."

#### **ABOUT THE EVENT:**

Year after year the DAMA International Symposium & Wilshire Meta-data Conference is the largest, most authoritative vendor-neutral data management conference in the world. 1,000 data and business professionals will attend in Boston this year to learn from over 120 practical presentations drawn from across the spectrum of data management issues, challenges, and opportunities.

**ABOUT WILSHIRE CONFERENCES:**

Wilshire Conferences, Inc., headquartered in Los Angeles, California, sponsors and organizes educational conferences for information technology professionals, primarily in the areas of data management and application development, including the DAMA International Symposium & Wilshire Meta-Data Conference and the Semantic Technology Conference. Wilshire's philosophy is that the most effective educational environment is one which provides for a high degree of interaction and shared experience between professionals and peers, industry experts, and technology developers.

**For more information about this event, including speaker, session, and topic details, visit [www.wilshireconferences.com](http://www.wilshireconferences.com).**