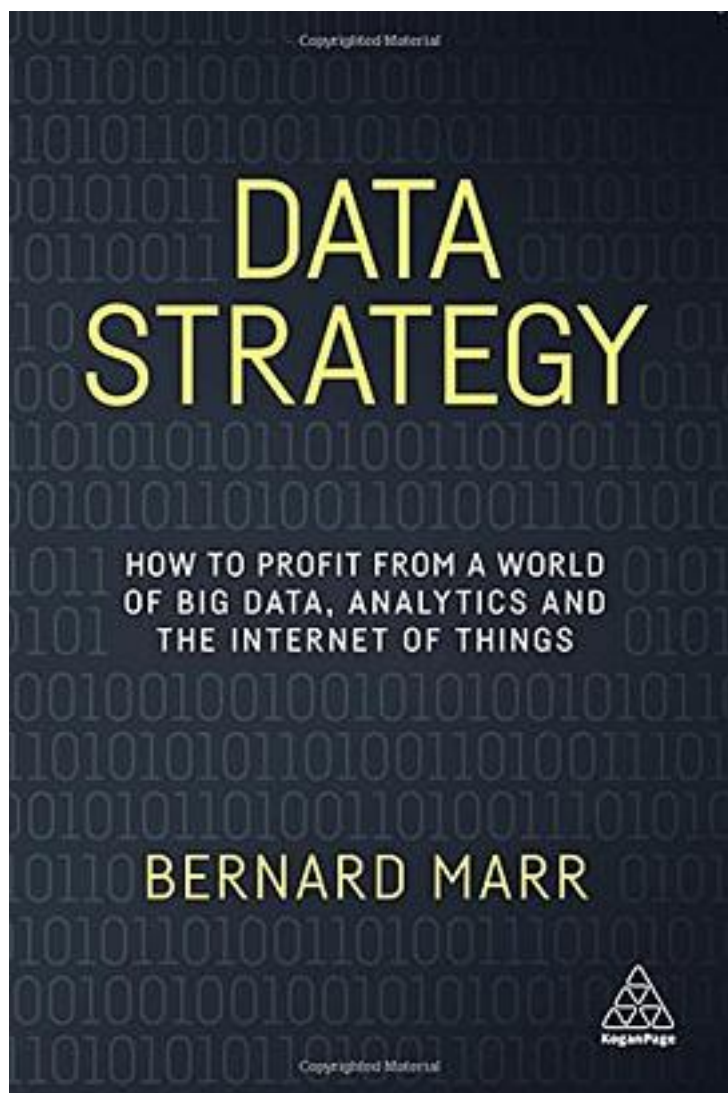


# Data Strategy



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Without a data strategy, the people within an organization have no guidelines for making decisions that are absolutely crucial to the success of the IT organization and to the entire organization. The absence of a strategy gives a blank check to those who want to pursue their own agendas, including those who want to try new database management systems, new technologies (often unproven), and new tools. This type of environment provides no hope for success. Data Strategy should result in the development of systems with less risk, higher quality systems, and reusability of assets. This is key to keeping cost and maintenance down, thus running lean and mean. Data Strategy provides a CIO with a rationale to counter arguments for immature technology and data strategies that are inconsistent with existing strategies. This book uses case studies and best practices to give the reader the tools they need to create the best strategy for the organization.

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Sid Adelman is a principal in Sid Adelman & Associates, an organization specializing in planning and implementing data warehouses, in data warehouse and BI assessments, and in establishing effective data architectures and strategies. He is a regular speaker at the Data Warehouse Institute and IBM's DB2 and Data Warehouse Conference. Sid also speaks often at DAMA conferences. He chairs the "Ask the Experts" column on <http://www.dmreview.com>.

Sid is a founding member of the Business Intelligence Alliance. Its members include Colin White, Herb Edelstein, Larry English, David Foote, Douglas Hackney, Pieter Mimno, Neil Raden, and David Marco. Sid is also a frequent contributor to journals that focus on data warehouse and data-related topics. He co-authored Data Warehouse Project Management with Larissa Moss. He is the primary author of Impossible Data Warehouse Situations with Solutions from the Experts.

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Larissa Moss is president of Method Focus Inc., a corporation specializing in enterprise information management. She frequently lectures at data warehouse and data quality conferences worldwide on the topics of data warehousing, business intelligence, and other enterprise architecture and data strategy topics, such as data integration, data modeling, data quality, and metadata. Larissa is a senior consultant of the Cutter Consortium and a member of Friends of NCR-Teradata and the IBM Gold Group. Her present and past associations also include membership in DAMA, part-time faculty member at the Extended University of California Polytechnic University Pomona, associate of the Relational Institute and the Codd & Date Consulting Group, and lecturer for TDWI, DCI, MIS Training Institute, and PESG.

Larissa has authored and co-authored numerous books, white papers, and articles on business intelligence, project management, information asset management, development methodologies, data quality, and organizational realignments. She can be reached at [methodfocus@earthlink.net](mailto:methodfocus@earthlink.net). Her web-site is <http://www.methodfocus.com>.

Majid Abai is President of Seena Technologies, a Santa Monica, California consultancy dedicated to delivery of holistic data and enterprise solutions to various organizations. Majid's two decades of IT experience have been primarily focused on solution architecture, data strategies, and business intelligence systems for organizations facing

challenges with the management of massive amounts of data. Majid has developed and teaches a class in Business Intelligence at the University of California, Los Angeles (UCLA) and several other seminars and lectures for national and international corporations. He can be reached at [majid@seenatech.com](mailto:majid@seenatech.com). Seena Technologies website is <http://www.seenatech.com>.

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