

The Ibm Data Governance Council Maturity Model Building A

The evolution of knowledge management theory and the special emphasis on human and social capital sets new challenges for knowledge-driven and technology-enabled innovation. Emerging technologies including big data and analytics have significant implications for sustainability, policy making, and competitiveness. This edited volume promotes scientific research into the potential contributions knowledge management can make to the new era of innovation and social inclusive economic growth. We are grateful to all the contributors of this edition for their intellectual work. The organization of the relevant debate is aligned around three pillars: SECTION A. DATA, KNOWLEDGE, HUMAN AND SOCIAL CAPITAL FOR INNOVATION We elaborate on the new era of knowledge types and the emerging forms of social capital and their impact on technology-driven innovation. Topics include: · Social Networks · Smart Education · Social Capital · Corporate Innovation · Disruptive Innovation · Knowledge integration · Enhanced Decision-Making. SECTION B. KNOWLEDGE MANAGEMENT & BIG DATA ENABLED INNOVATION In this section, knowledge management and big data applications and systems are presented. Selective topic include: · Crowdsourcing Analysis · Natural Language Processing · Data Governance · Knowledge Extraction · Ontology Design Semantic Modeling SECTION C. SUSTAINABLE DEVELOPMENT In the section, the debate on the impact of knowledge management and big data research to sustainability is promoted with integrative discussion of complementary social and technological factors including: · Big Social Networks on Sustainable Economic Development · Business Intelligence

This three-volume collection, titled Enterprise Information Systems: Concepts, Methodologies, Tools and Applications, provides a complete assessment of the latest developments in enterprise information systems research, including development, design, and emerging methodologies. Experts in the field cover all aspects of enterprise resource planning (ERP), e-commerce, and organizational, social and technological implications of enterprise information systems. An enterprise can gain differentiating value by aligning its master data management (MDM) and business process management (BPM) projects. This way, organizations can optimize their business performance through agile processes that empower decision makers with the trusted, single version of information. Many companies deploy MDM strategies as assurances that enterprise master data can be trusted and used in the business processes. IBM® InfoSphere® Master Data Management creates trusted views of data assets and elevates the effectiveness of an organization's most important business processes and applications. This IBM Redbooks® publication provides an overview of MDM and BPM. It examines how you can align them to enable trusted and accurate information to be used by business processes to optimize business performance and bring more agility to data stewardship. It also provides beginning guidance on

these patterns and where cross-training efforts might focus. This book is written for MDM or BPM architects and MDM and BPM architects. By reading this book, MDM or BPM architects can understand how to scope joint projects or to provide reasonable estimates of the effort. BPM developers (or MDM developers with BPM training) can learn how to design and build MDM creation and consumption use cases by using the MDM Toolkit for BPM. They can also learn how to import data governance samples and extend them to enable collaborative stewardship of master data.

A guide to the concepts, patterns, and blueprints of Master Data Management.

IBM® InfoSphere® Master Data Management Reference Data Management Hub (InfoSphere MDM Ref DM Hub) is designed as a ready-to-run application that provides the governance, process, security, and audit control for managing reference data as an enterprise standard, resulting in fewer errors, reduced business risk and cost savings. This IBM Redbooks® publication describes where InfoSphere MDM Ref DM Hub fits into information management reference architecture. It explains the end-to-end process of an InfoSphere MDM Ref DM Hub implementation including the considerations of planning a reference data management project, requirements gathering and analysis, model design in detail, and integration considerations and scenarios. It then shows implementation examples and the ongoing administration tasks. This publication can help IT professionals who are interested or have a need to manage reference data efficiently and implement an InfoSphere MDM Ref DM Hub solution with ease.

It has been widely reported that issues related to organizational context appear frequently in discussions of information systems success. The statement that the information system did not fit the behavioral context in an organization is often part of the explanation of why particular information system encountered unanticipated resistance and never met expectation. While this context has been intensively studied, we still lack evidence on how this organizational context is affecting the success of information system from a managerial action perspective. This type of managerial involvement is often neglected to the extent that it became an essential obstacle to organizational performance. The objective of Creating a Culture for Information Systems Success is to assist CIOs and IT managers on how to use their managerial actions to create a suitable cultural environment in the organization, which leads to a successful implementation of information systems. This book will also provide guidelines for managers on how to create this organizational context, measure it, and ensure it leads to a successful implementation and use of information systems. The main theme is to explain how behavioral context of an organization led by their managers and executives would lead to the success of the information systems function.

A comprehensive resource for understanding the issues involved in collecting, measuring and managing data in the financial services industry.

As organizations deploy business intelligence and analytic systems to harness business value from their data assets, data governance programs are quickly gaining prominence. And, although data management issues have traditionally been addressed by IT departments, organizational issues critical to successful data management require the implementation of enterprise-wide accountabilities and responsibilities. *Data Governance: Creating Value from Information Assets* examines the processes of using data governance to manage data effectively. Addressing the complete life cycle of effective data governance—from metadata management to privacy and compliance—it provides business managers, IT professionals, and students with an integrated approach to designing, developing, and sustaining an effective data governance strategy. Explains how to align data governance with business goals Describes how to build successful data stewardship with a governance framework Outlines strategies for integrating IT and data governance frameworks Supplies business-driven and technical perspectives on data quality management, metadata management, data access and security, and data lifecycle The book summarizes the experiences of global experts in the field and addresses critical areas of interest to the information systems and management community. Case studies from healthcare and financial sectors, two industries that have successfully leveraged the potential of data-driven strategies, provide further insights into real-time practice. Facilitating a comprehensive understanding of data governance, the book addresses the burning issue of aligning data assets to both IT assets and organizational strategic goals. With a focus on the organizational, operational, and strategic aspects of data governance, the text provides you with the understanding required to leverage, derive, and sustain maximum value from the informational assets housed in your IT infrastructure. This IBM® Redbooks® publication describes how the IBM Big Data Platform provides the integrated capabilities that are required for the adoption of Information Governance in the big data landscape. As organizations embark on new use cases, such as Big Data Exploration, an enhanced 360 view of customers, or Data Warehouse modernization, and absorb ever growing volumes and variety of data with accelerating velocity, the principles and practices of Information Governance become ever more critical to ensure trust in data and help organizations overcome the inherent risks and achieve the wanted value. The introduction of big data changes the information landscape. Data arrives faster than humans can react to it, and issues can quickly escalate into significant events. The variety of data now poses new privacy and security risks. The high volume of information in all places makes it harder to find where these issues, risks, and even useful information to drive new value and revenue are. Information Governance provides an organization with a framework that can align their wanted outcomes with their strategic management principles, the people who can implement those principles, and the architecture and platform that are needed to support the big data use cases. The IBM Big Data Platform, coupled with a framework for Information Governance, provides an approach to build, manage,

and gain significant value from the big data landscape.

"This work is a comprehensive, four-volume reference addressing major issues, trends, and areas for advancement in information management research, containing chapters investigating human factors in IT management, as well as IT governance, outsourcing, and diffusion"--Provided by publisher.

Technological developments in recent years have been tremendous. This evolution is visible in companies through technological equipment, computerized procedures, and management practices associated with technologies. One of the management practices that is visible is related to business intelligence and analytics (BI&A). Concepts such as data warehousing, key performance indicators (KPIs), data mining, and dashboards are changing the business arena. This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises (SMEs) area. Features Focuses on the more recent research findings occurring in the fields of BI&A Conveys how companies in the developed world are facing today's technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI&A in favor of SMEs

Today, organizations face tremendous challenges with data explosion and information governance. InfoSphere™ Optim™ solutions solve the data growth problem at the source by managing the enterprise application data. The Optim Data Growth solutions are consistent, scalable solutions that include comprehensive capabilities for managing enterprise application data across applications, databases, operating systems, and hardware platforms. You can align the management of your enterprise application data with your business objectives to improve application service levels, lower costs, and mitigate risk. In this IBM® Redbooks® publication, we describe the IBM InfoSphere Optim Data Growth solutions and a methodology that provides implementation guidance from requirements analysis through deployment and administration planning. We also discuss various implementation topics including system architecture design, sizing, scalability, security, performance, and automation. This book is intended to provide various systems development professionals, Data Solution Architects, Data Administrators, Modelers, Data Analysts, Data Integrators, or anyone who has to analyze or integrate data structures, a broad understanding about IBM InfoSphere Optim Data Growth solutions. By being used in conjunction with the product manuals and online help, this book provides guidance about implementing an optimal solution for managing your enterprise application data.

"This book provides relevant frameworks and best practices as well as current empirical research findings for professionals who want to improve their understanding of the impact of cyber-attacks on critical infrastructures and other information systems essential to the smooth running of society, how such attacks are carried out, what measures should

be taken to mitigate their impact"--Provided by publisher.

This book focuses on the analytic principles of business practice and big data. Specifically, it provides an interface between the main disciplines of engineering/technology and the organizational and administrative aspects of management, serving as a complement to books in other disciplines such as economics, finance, marketing and risk analysis. The contributors present their areas of expertise, together with essential case studies that illustrate the successful application of engineering management theories in real-life examples.

An up-to-date examination of the evolving field of digital curation and its important place in libraries, covering the major technical, social, and organizational issues surrounding curation for libraries, archives, and other information-based organizations. • Supplies a practical and much-needed guide on an emerging and dynamic field for librarians • Gives librarians the skills they need to help patrons and fellow librarians deal with the data deluge • Addresses a current and highly relevant topic in library and information science and fills a gap in the existing literature on preservation

Managing information within the enterprise has always been a vital and important task to support the day-to-day business operations and to enable analysis of that data for decision making to better manage and grow the business for improved profitability. To do all that, clearly the data must be accurate and organized so it is accessible and understandable to all who need it. That task has grown in importance as the volume of enterprise data has been growing significantly (analyst estimates of 40 - 50% growth per year are not uncommon) over the years. However, most of that data has been what we call "structured" data, which is the type that can fit neatly into rows and columns and be more easily analyzed. Now we are in the era of "big data." This significantly increases the volume of data available, but it is in a form called "unstructured" data. That is, data from sources that are not as easily organized, such as data from emails, spreadsheets, sensors, video, audio, and social media sites. There is valuable information in all that data but it calls for new processes to enable it to be analyzed. All this has brought with it a renewed and critical need to manage and organize that data with clarity of meaning, understandability, and interoperability. That is, you must be able to integrate this data when it is from within an enterprise but also importantly when it is from many different external sources. What is described here has been and is being done to varying extents. It is called "information governance." Governing this information however has proven to be challenging. But without governance, much of the data can be less useful and perhaps even used incorrectly, significantly impacting enterprise decision making. So we must also respect the needs for information security, consistency, and validity or else suffer the potential economic and legal consequences. Implementing sound governance practices needs to be an integral part of the information control in our organizations. This IBM® Redbooks® publication focuses on the building blocks of a solid governance program. It examines some familiar governance initiative

scenarios, identifying how they underpin key governance initiatives, such as Master Data Management, Quality Management, Security and Privacy, and Information Lifecycle Management. IBM Information Management and Governance solutions provide a comprehensive suite to help organizations better understand and build their governance solutions. The book also identifies new and innovative approaches that are developed by IBM practice leaders that can help as you implement the foundation capabilities in your organizations.

Business intelligence (BI) has evolved over several years as organizations have extended their online transaction processing (OLTP) capabilities and applications to support their routine operations. With online analytical processing (OLAP), organizations have also established the capability to extract internal and external data from a variety of sources to specifically obtain intelligence about non-routine and often less-structured arrangements. BI therefore refers to applications and technologies that are used to gather, provide access to, and analyze data and information about the operations of an organization. It has the capability of providing comprehensive insight into the more volatile factors affecting the business and its operations, thereby facilitating enhanced decision-making quality and contributing to the creation of business value. Larger and more sophisticated organizations have long been exploiting these capabilities. Business Intelligence for Small and Medium-Sized Enterprises (SMEs) guides SMEs in replicating this experience to provide an agile roadmap toward business sustainability. The book points out that successful BI implementations have generated significant increases in revenue and cost savings, however, the failure rates are also very high. More importantly, it emphasizes that a full range of BI capabilities is not the exclusive purview of large organizations. It shows how SMEs make extensive use of BI techniques to develop the kind of agility endowing them with the organizational capability to sense and respond to opportunities and threats in an increasingly dynamic business environment. It points to the way to a market environment in which smaller organizations could have a larger role. In particular, the book explains that by establishing the agility to leverage internal and external data and information assets, SMEs can enhance their competitiveness by having a comprehensive understanding of the key to an agile roadmap for business sustainability.

Drive Powerful Business Value by Extending MDM to Social, Mobile, Local, and Transactional Data Enterprises have long relied on Master Data Management (MDM) to improve customer-related processes. But MDM was designed primarily for structured data. Today, crucial information is increasingly captured in unstructured, transactional, and social formats: from tweets and Facebook posts to call center transcripts. Even with tools like Hadoop, extracting usable insight is difficult—often, because it's so difficult to integrate new and legacy data sources. In *Beyond Big Data*, five of IBM's leading data management experts introduce powerful new ways to integrate social, mobile, location, and traditional data. Drawing on pioneering experience with IBM's enterprise customers, they show how Social MDM can help you deepen relationships, improve prospect targeting, and fully engage customers through mobile channels. Business leaders and practitioners will discover powerful new ways to combine social and master data to improve performance and uncover new opportunities. Architects and other technical leaders will find a complete reference architecture, in-depth coverage of relevant technologies and use cases, and domain-specific best practices for their own

projects. Coverage Includes How Social MDM extends fundamental MDM concepts and techniques Architecting Social MDM: components, functions, layers, and interactions Identifying high value relationships: person to product and person to organization Mapping Social MDM architecture to specific products and technologies Using Social MDM to create more compelling customer experiences Accelerating your transition to highly-targeted, contextual marketing Incorporating mobile data to improve employee productivity Avoiding privacy and ethical pitfalls throughout your ecosystem Previewing Semantic MDM and other emerging trends Defining a set of guiding principles for data management and describing how these principles can be applied within data management functional areas; Providing a functional framework for the implementation of enterprise data management practices; including widely adopted practices, methods and techniques, functions, roles, deliverables and metrics; Establishing a common vocabulary for data management concepts and serving as the basis for best practices for data management professionals. DAMA-DMBOK2 provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature their information infrastructure, based on these principles: Data is an asset with unique properties; The value of data can be and should be expressed in economic terms; Managing data means managing the quality of data; It takes metadata to manage data; It takes planning to manage data; Data management is cross-functional and requires a range of skills and expertise; Data management requires an enterprise perspective; Data management must account for a range of perspectives; Data management is data lifecycle management; Different types of data have different lifecycle requirements; Managing data includes managing risks associated with data; Data management requirements must drive information technology decisions; Effective data management requires leadership commitment.

The Only Complete Technical Primer for MDM Planners, Architects, and Implementers Companies moving toward flexible SOA architectures often face difficult information management and integration challenges. The master data they rely on is often stored and managed in ways that are redundant, inconsistent, inaccessible, non-standardized, and poorly governed. Using Master Data Management (MDM), organizations can regain control of their master data, improve corresponding business processes, and maximize its value in SOA environments. Enterprise Master Data Management provides an authoritative, vendor-independent MDM technical reference for practitioners: architects, technical analysts, consultants, solution designers, and senior IT decisionmakers. Written by the IBM® data management innovators who are pioneering MDM, this book systematically introduces MDM's key concepts and technical themes, explains its business case, and illuminates how it interrelates with and enables SOA. Drawing on their experience with cutting-edge projects, the authors introduce MDM patterns, blueprints, solutions, and best practices published nowhere else—everything you need to establish a consistent, manageable set of master data, and use it for competitive advantage. Coverage includes How MDM and SOA complement each other Using the MDM Reference Architecture to position and design MDM solutions within an enterprise Assessing the value and risks to master data and applying the right security controls Using PIM-MDM and CDI-MDM Solution Blueprints to address industry-specific information management challenges Explaining MDM patterns as enablers to accelerate consistent MDM deployments Incorporating MDM solutions into

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existing IT landscapes via MDM Integration Blueprints Leveraging master data as an enterprise asset—bringing people, processes, and technology together with MDM and data governance Best practices in MDM deployment, including data warehouse and SAP integration

This volume, the 35th issue of Transactions on Large-Scale Data- and Knowledge-Centered Systems, contains five fully-revised selected regular papers focusing on data quality, social-data artifacts, data privacy, predictive models, and e-health. Specifically, the five papers present and discuss a data-quality framework for the Estonian public sector; a data-driven approach to bridging the gap between the business and social worlds; privacy-preserving querying on privately encrypted data in the cloud; algorithms for the prediction of norovirus concentration in drinking water; and cloud computing in healthcare organizations in Saudi Arabia.

This IBM® Redbooks® publication is intended for business leaders and IT architects who are responsible for building and extending their data warehouse and Business Intelligence infrastructure. It provides an overview of powerful new capabilities of Information Server in the areas of big data, statistical models, data governance and data quality. The book also provides key technical details that IT professionals can use in solution planning, design, and implementation.

Saša Baškarada presents a capability maturity model for information quality management process assessment and improvement. The author employed six exploratory case studies and a four round Delphi study to gain a better understanding of the research problem and to build the preliminary model, which he then applied in seven international case studies for further enhancement and external validation.

"This book provides chapters describing in more detail the structure of information systems pertaining to enabling technologies, aspects of their implementations, IT/IS governing, risk management, disaster management, interrelated manufacturing and supply chain strategies, and new IT paradigms"--Provided by publisher.

Open innovation enabled through crowdsourcing is one of the hottest topics in management strategy today. Particularly striking – and of vital importance to the world – are the pioneering efforts to apply crowdsourcing technology and open innovation to solve social, environmental, and economic sustainability challenges. CrowdRising sets out these challenges as context and then highlights the experiences of leaders and early adopters, identifies implementation guidelines, critical success factors and lessons learned, and finally projects where the field is going in the future. With a strong focus on the applications of crowdsourcing for innovation, engagement, and market intelligence, the book profiles the initiatives of companies, NGOs, and technology providers using crowdsourcing to develop these solutions to global problems. It addresses the key challenges impacting organizations: 1) identifying more sustainable ways to design, distribute, transport, recycle, and repurpose products; and 2) discovering and implementing the systems needed to transform global economic growth, drive human prosperity, and replenish the planet's resources.

Webber, Henry Y. Zheng, Ying Zhou

IBM Information Governance Solutions IBM Redbooks

This book sets the stage of the evolution of corporate governance, laws and regulations, other forms of governance, and the interaction between data governance and other corporate governance sub-disciplines. Given the continuously evolving and complex regulatory

landscape and the growing number of laws and regulations, compliance is a widely discussed issue in the field of data. This book considers the cost of non-compliance bringing in examples from different industries of instances in which companies failed to comply with rules, regulations, and other legal obligations, and goes on to explain how data governance helps in avoiding such pitfalls. The first in a three-volume series on data governance, this book does not assume any prior or specialist knowledge in data governance and will be highly beneficial for IT, management and law students, academics, information management and business professionals, and researchers to enhance their knowledge and get guidance in managing their own data governance projects from a governance and compliance perspective. The objective of *Creating a Culture for Information Systems Success* is to assist CIOs and IT managers on how to use their managerial actions to create a suitable cultural environment in the organization that leads to a successful and sustainable implementation of information systems function. In the era of disruptive technology, the dilemma of why a particular information system encountered unanticipated resistance and never met expectations is still considered an emerging issue. While this context has been intensively studied, we still lack evidence on how this organizational context is affecting the success of information systems from a managerial action perspective. This type of managerial involvement is often neglected to the extent that it becomes a major obstacle to organizational performance. The book provides guidelines for managers on how to create this organizational context, measure it, and make sure it leads to a successful implementation and use of information systems. It carefully illustrates its main theme by providing examples and cases to explain how the behavioral context of an organization led by its managers and executives would lead to the success of the information systems function.

Internet of Things (IoT) is a recent technology paradigm that creates a global network of machines and devices that are capable of communicating with each other. Security cameras, sensors, vehicles, buildings, and software are examples of devices that can exchange data between each other. IoT is recognized as one of the most important areas of future technologies and is gaining vast recognition in a wide range of applications and fields related to smart homes and cities, military, education, hospitals, homeland security systems, transportation and autonomous connected cars, agriculture, intelligent shopping systems, and other modern technologies. This book explores the most important IoT automated and smart applications to help the reader understand the principle of using IoT in such applications.

Service science constitutes an interdisciplinary approach to systematic innovation in service systems, integrating managerial, social, legal, and engineering aspects to address the theoretical and practical challenges of the services industry and its economy. This book contains the refereed proceedings of the 4th International Conference on Exploring Services Science (IESS), held in Porto, Portugal, in February 2013. This year, the conference theme was *Enhancing Service System Fundamentals and Experiences*, chosen to address the current need to explore enhanced methods, approaches, and techniques for a more sustainable and comprehensive economy and society. The 19 full and 9 short papers accepted for IESS were selected from 78 submissions and presented ideas and results related to innovation, services discovery, services engineering, and services management, as well as the application of services in information technology, business, healthcare, and transportation.

This IBM Redbooks® publication presents a Smart Analytics Cloud. The IBM Smart Analytics Cloud is an IBM offering to enable delivery of business intelligence and analytics at the customer location in a private cloud deployment. The offering leverages a combination of IBM hardware, software and services to offer customers a complete solution that is enabled at their site. In this publication, we provide the background and product information for decision-makers to proceed with a cloud solution. The content ranges from an introduction to cloud computing to details about our lab implementation. The core of the book discusses the business value, architecture, and functionality of a

Smart Analytics Cloud. To provide deeper perspective, documentation is also provided about implementation of one specific Smart Analytics Cloud solution that we created in our lab environment. Additionally, we also describe the IBM Smart Analytics Cloud service offering that can help you create your own Smart Analytics cloud solution that is tailored to your business needs.

The issue of data quality is as old as data itself. However, the proliferation of diverse, large-scale and often publically available data on the Web has increased the risk of poor data quality and misleading data interpretations. On the other hand, data is now exposed at a much more strategic level e.g. through business intelligence systems, increasing manifold the stakes involved for individuals, corporations as well as government agencies. There, the lack of knowledge about data accuracy, currency or completeness can have erroneous and even catastrophic results. With these changes, traditional approaches to data management in general, and data quality control specifically, are challenged. There is an evident need to incorporate data quality considerations into the whole data cycle, encompassing managerial/governance as well as technical aspects. Data quality experts from research and industry agree that a unified framework for data quality management should bring together organizational, architectural and computational approaches. Accordingly, Sadiq structured this handbook in four parts: Part I is on organizational solutions, i.e. the development of data quality objectives for the organization, and the development of strategies to establish roles, processes, policies, and standards required to manage and ensure data quality. Part II, on architectural solutions, covers the technology landscape required to deploy developed data quality management processes, standards and policies. Part III, on computational solutions, presents effective and efficient tools and techniques related to record linkage, lineage and provenance, data uncertainty, and advanced integrity constraints. Finally, Part IV is devoted to case studies of successful data quality initiatives that highlight the various aspects of data quality in action. The individual chapters present both an overview of the respective topic in terms of historical research and/or practice and state of the art, as well as specific techniques, methodologies and frameworks developed by the individual contributors. Researchers and students of computer science, information systems, or business management as well as data professionals and practitioners will benefit most from this handbook by not only focusing on the various sections relevant to their research area or particular practical work, but by also studying chapters that they may initially consider not to be directly relevant to them, as there they will learn about new perspectives and approaches.

This practical book covers both strategies and tactics around managing a data governance initiative to help make the most of your data.

This book includes a selection of articles from The 2019 World Conference on Information Systems and Technologies (WorldCIST'19), held from April 16 to 19, at La Toja, Spain. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges in modern information systems and technologies research, together with their technological development and applications. The book covers a number of topics, including A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F)

Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human–Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

Big data is currently one of the most critical emerging technologies. Organizations around the world are looking to exploit the explosive growth of data to unlock previously hidden insights in the hope of creating new revenue streams, gaining operational efficiencies, and obtaining greater understanding of customer needs. It is important to think of big data and analytics together. Big data is the term used to describe the recent explosion of different types of data from disparate sources. Analytics is about examining data to derive interesting and relevant trends and patterns, which can be used to inform decisions, optimize processes, and even drive new business models. With today's deluge of data comes the problems of processing that data, obtaining the correct skills to manage and analyze that data, and establishing rules to govern the data's use and distribution. The big data technology stack is ever growing and sometimes confusing, even more so when we add the complexities of setting up big data environments with large up-front investments. Cloud computing seems to be a perfect vehicle for hosting big data workloads. However, working on big data in the cloud brings its own challenge of reconciling two contradictory design principles. Cloud computing is based on the concepts of consolidation and resource pooling, but big data systems (such as Hadoop) are built on the shared nothing principle, where each node is independent and self-sufficient. A solution architecture that can allow these mutually exclusive principles to coexist is required to truly exploit the elasticity and ease-of-use of cloud computing for big data environments. This IBM® Redpaper™ publication is aimed at chief architects, line-of-business executives, and CIOs to provide an understanding of the cloud-related challenges they face and give prescriptive guidance for how to realize the benefits of big data solutions quickly and cost-effectively.

How can you leverage the value of your company's data? Well over a century ago oil drove the development of innovations such as the internal combustion engine, central heating and plastics, changing our world and our economy. Oil, as a technology, fueled an economic force that inexorably changed the way people lived and worked. Today, data is fueling a very similar change: it is the driving force for new business models and disruptive technologies that impact companies in every imaginable industry. The New Oil shows how data changes the traditional business paradigm. How it impacts not just high-tech, high-profile companies, but also old-school, low-tech industries all around the world; data lives and breathes within every single company. In The New Oil, Arent van 't Spijker explains how companies such as Google, Nike and Adara are leveraging a 'Data Driven Strategy'. Many other examples highlight the applications and commercial potential for data. Van 't Spijker describes five typical business models for monetizing data that help you to develop viable business models for leveraging data in your own company. He then shows how to successfully put these business models to practice. Above all, he will inspire you to follow in the footsteps of market leaders. Anyone considering a data governance program within their organisation will find an invaluable step-by-step methodology using IBM tools and best practices in this structured how-to. While many in the IT industry hold separate definitions in their minds, this

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authoritative manual defines data governance as the discipline of treating data as an enterprise asset. The intricate process of data governance involves the exercise of decision rights to optimise, secure, and leverage data. Providing a rigorous explanation of the 14 steps and almost 100 substeps to enact unified data governance, this extensive handbook also shows that the core issues to be tackled are not about technology but rather about people and process.

Computing Handbook, Third Edition: Information Systems and Information Technology demonstrates the richness and breadth of the IS and IT disciplines. The second volume of this popular handbook explores their close links to the practice of using, managing, and developing IT-based solutions to advance the goals of modern organizational environments. Established leading experts and influential young researchers present introductions to the current status and future directions of research and give in-depth perspectives on the contributions of academic research to the practice of IS and IT development, use, and management. Like the first volume, this second volume describes what occurs in research laboratories, educational institutions, and public and private organizations to advance the effective development and use of computers and computing in today's world. Research-level survey articles provide deep insights into the computing discipline, enabling readers to understand the principles and practices that drive computing education, research, and development in the twenty-first century.

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