



Information Architecture enabling BI

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Aija Palomäki



QPR

Aija Palomäki

**Chief Consultant,
QPR Software**

aija.palomaki@qpr.com
+358 50 555 8460



WORK HISTORY

- 2008- Chief Consultant, Senior Consultant,
- 1998-2008 Enterprise Architect, Program Architect, Project Mgr, Line Mgr, Research Mgr (Nokia, NSN)
- 1989-1998 Research Scientist, VTT



MAIN PROJECTS/PROGRAMS

- NEIM Nokia Enterprise Information Model
- UNA Unified Nokia Approach
- CIF Nokia Common Internet Platform
- Nokia Enterprise Data Warehouse Program
- NSN Business Intelligence Program
- NSN Common Sales Platform program



WORK EXPERIENCE

- Process and Enterprise Architecture Methodology and Framework development, utilization and facilitation at customer companies.
- Business Intelligence strategy creation (NSN).
- Enterprise architecture methodology and content creation and deployment (NSN and Nokia), especially Information architecture.
- Software development methodology creation and deployment (Nokia).

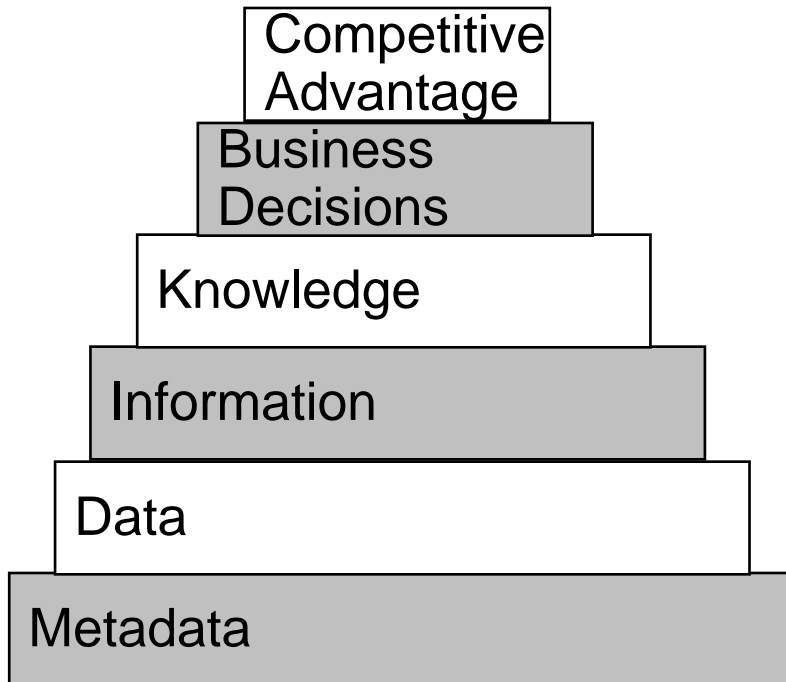


EDUCATION AND CERTIFICATIONS





- 2008 TOGAF
- 1989 MSc in Computer Science, University of Helsinki

Information Quality

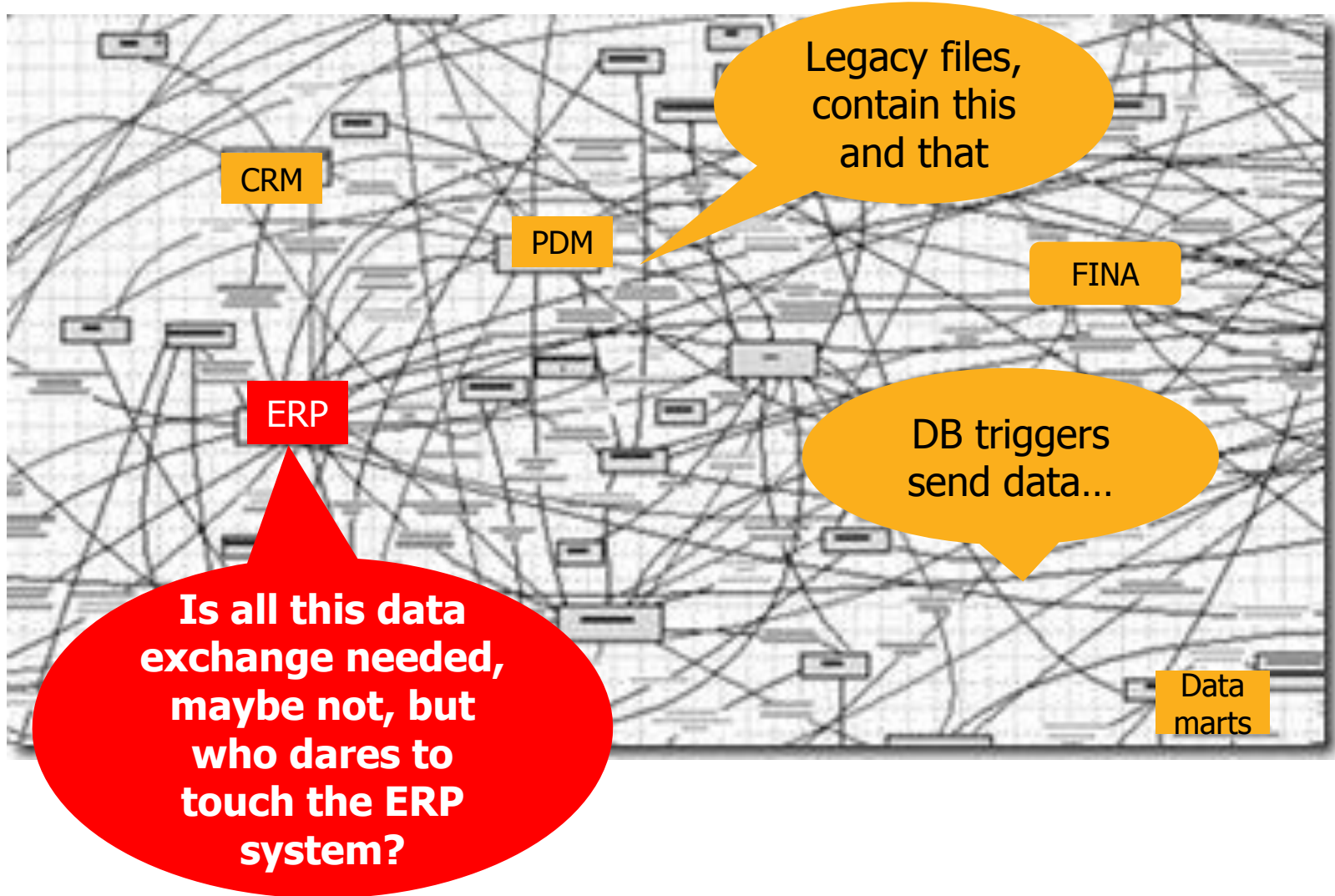
- Information quality is a measure to get the right data, to the right people, in the right place, at the right time, at the right cost so they can make the right decisions and take the right actions.



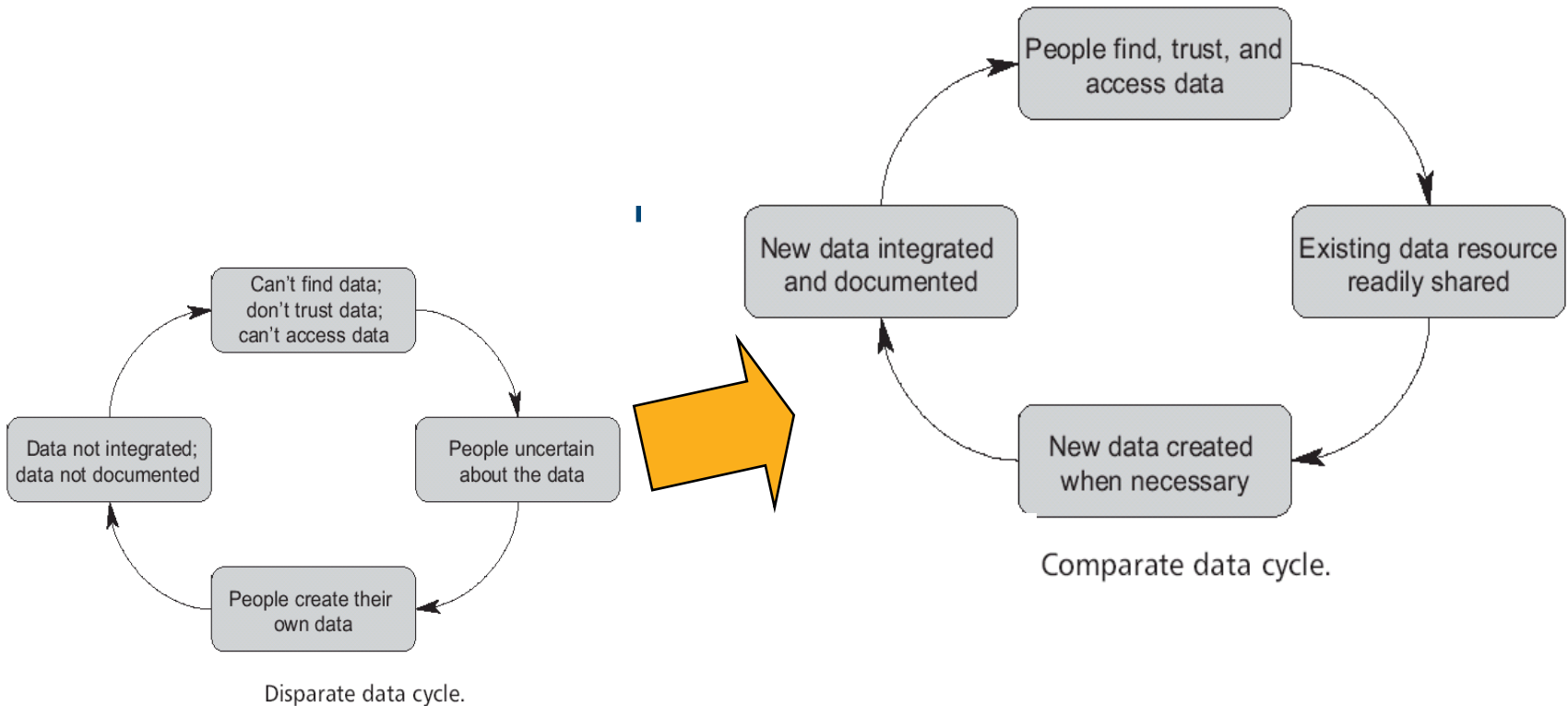
The Usual Data Problems

-  **Unknown data existence**
 - Organisation not aware of all data at its disposal
 - Often not even inventoried
-  **Unknown data meaning**
 - Content and meaning of data not fully known
 - Data not thoroughly understood
-  **High data redundancy**
 - Data highly redundant and inconsistent
 - Average redundancy factor of 10 for large organizations
-  **High data variability**
 - Data highly variable in format and content
 - Average factor of 15 to 20 for large organizations

Have You Seen This Before?




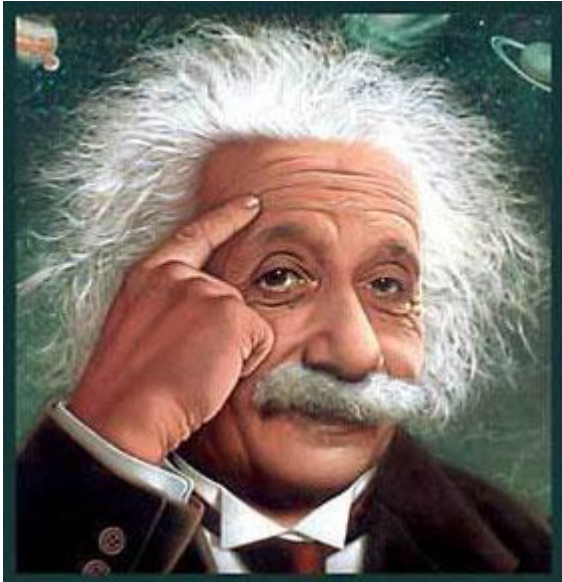
Towards high quality data resource and long-term stability



Source: "DATA RESOURCE INTEGRATION", DAMA INTERNATIONAL EUROPE CONFERENCE, 27 OCTOBER 2003, MICHAEL H. BRACKETT

How to Get There?

-  Begin an initiative to
 - Thoroughly understand
 - Formally manage
 - Fully utilize all data that are available to the organization within



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one common enterprise wide information architecture (including an enterprise data model)

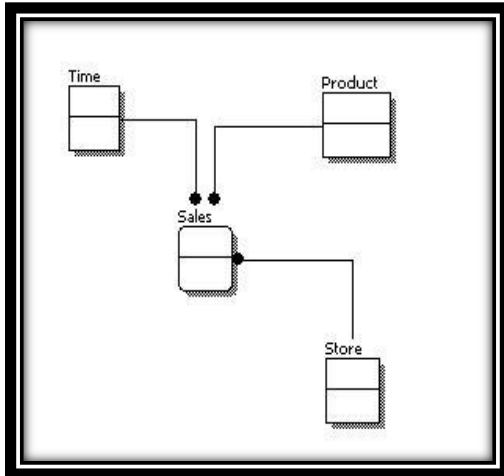
“We cannot solve problems with the same thinking we had when we created the problems.” -ALBERT EINSTEIN

 A graphical representation of data

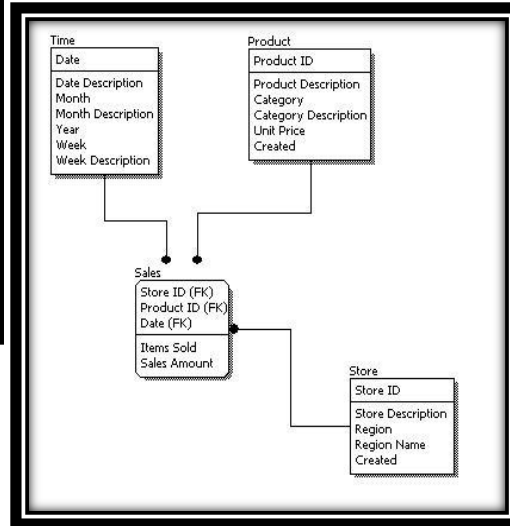
What is an Enterprise Data Model?

- A graphical representation of the data across an enterprise
 - Independent of technology

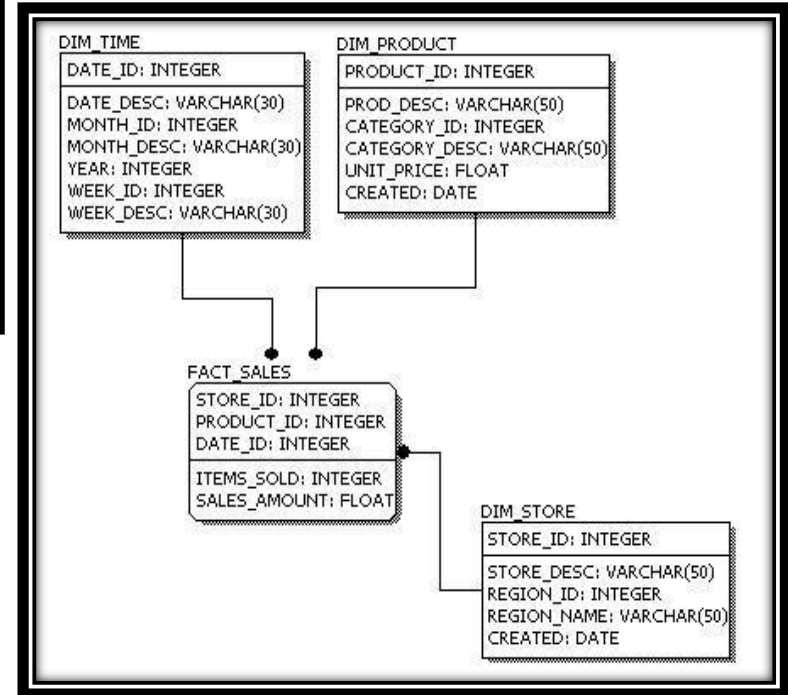
Three Representations of the same Data Model



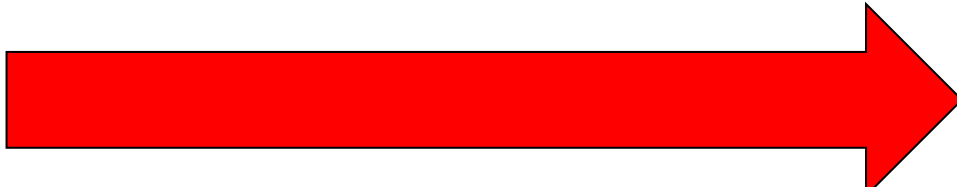
Conceptual



Logical



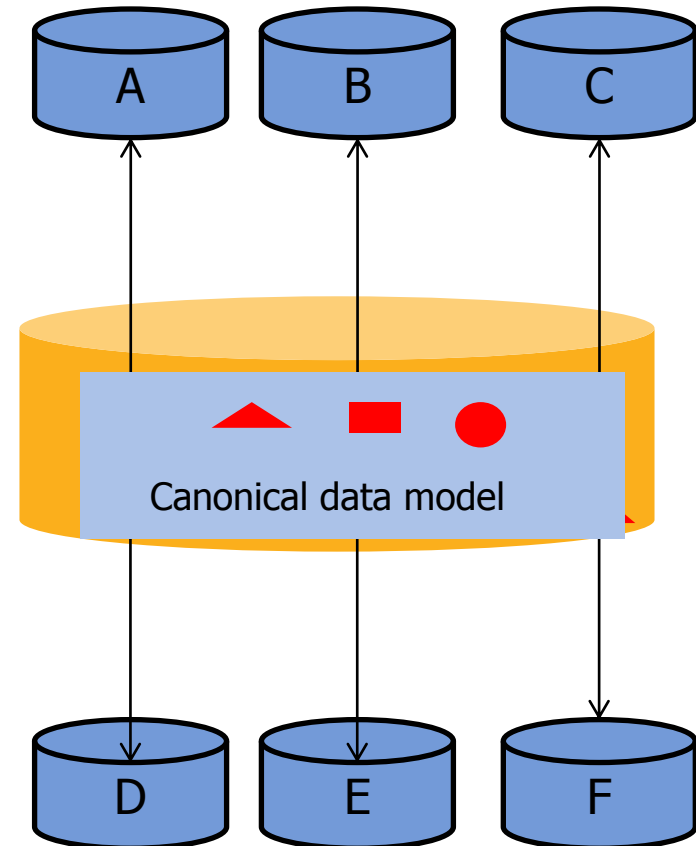
Physical



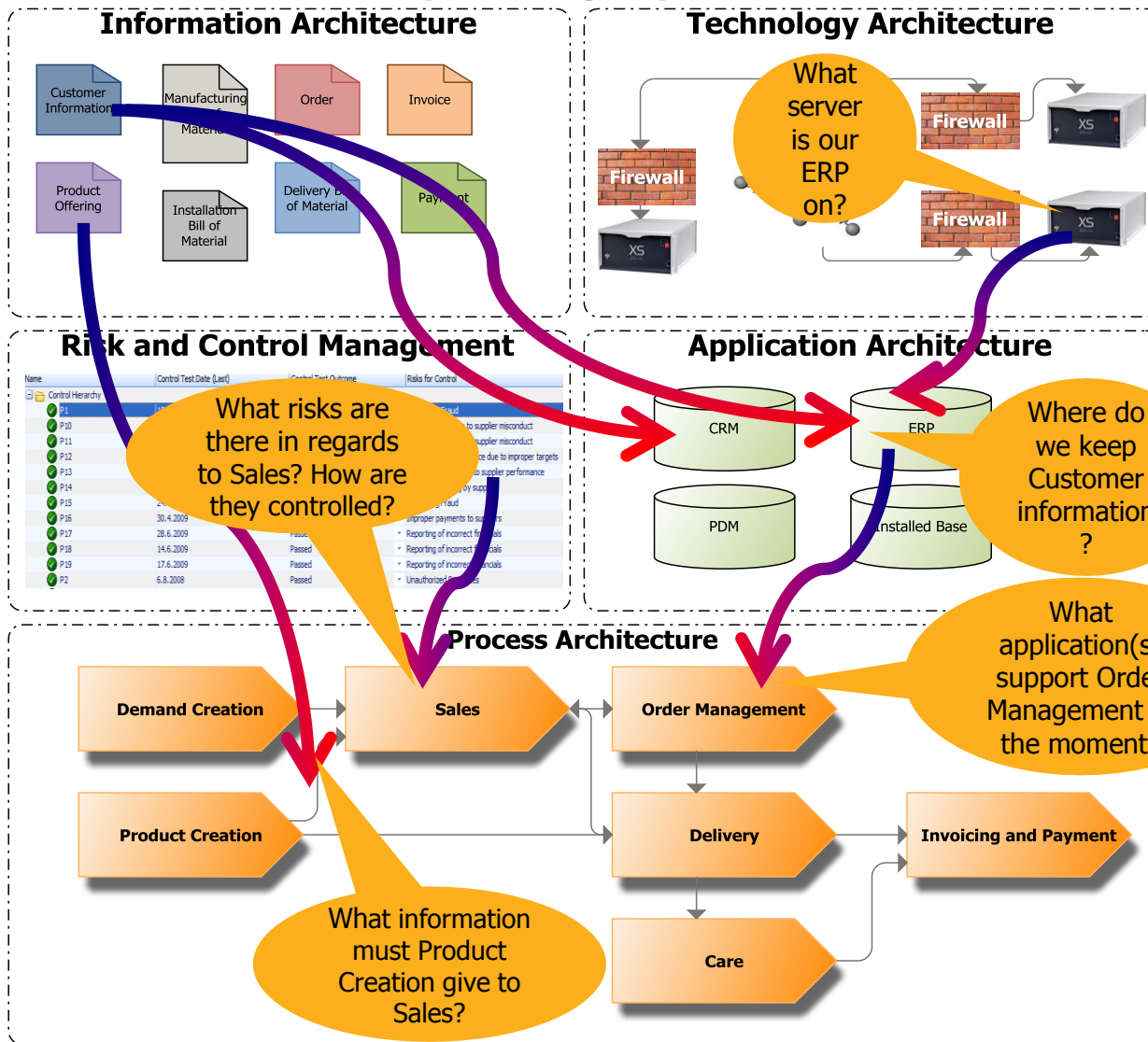
More detail, more implementation specific


It Is a Solution to Point2Point Integrations


- Utilize Corporate Bus solutions
- Do NOT exchange same point-to-point data sets accross Corporate Bus
- Solution would be Enterprise Information Integration, EII, that is based on a Canonical Data Model



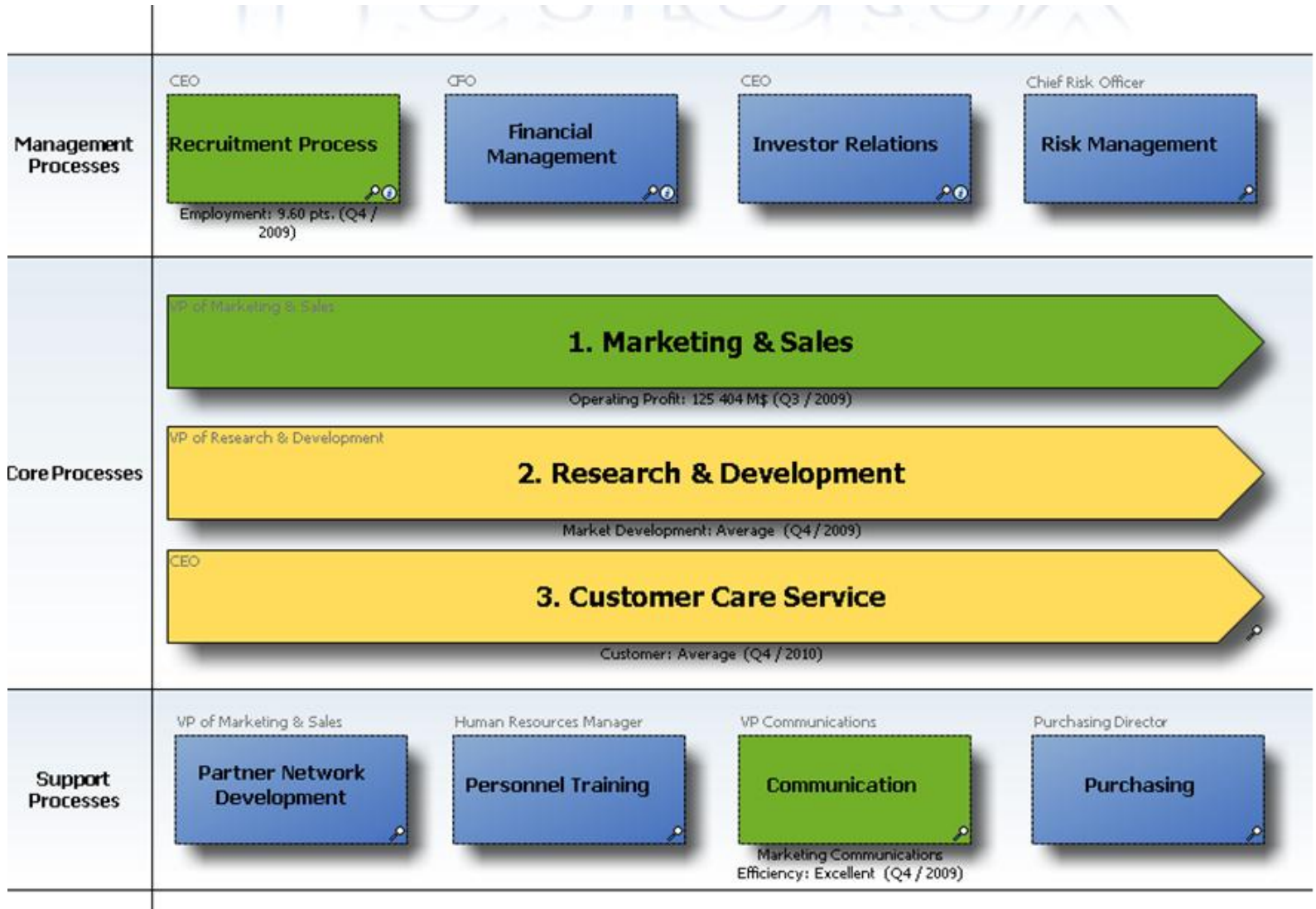
Enterprise Architecture Benefits You Even More



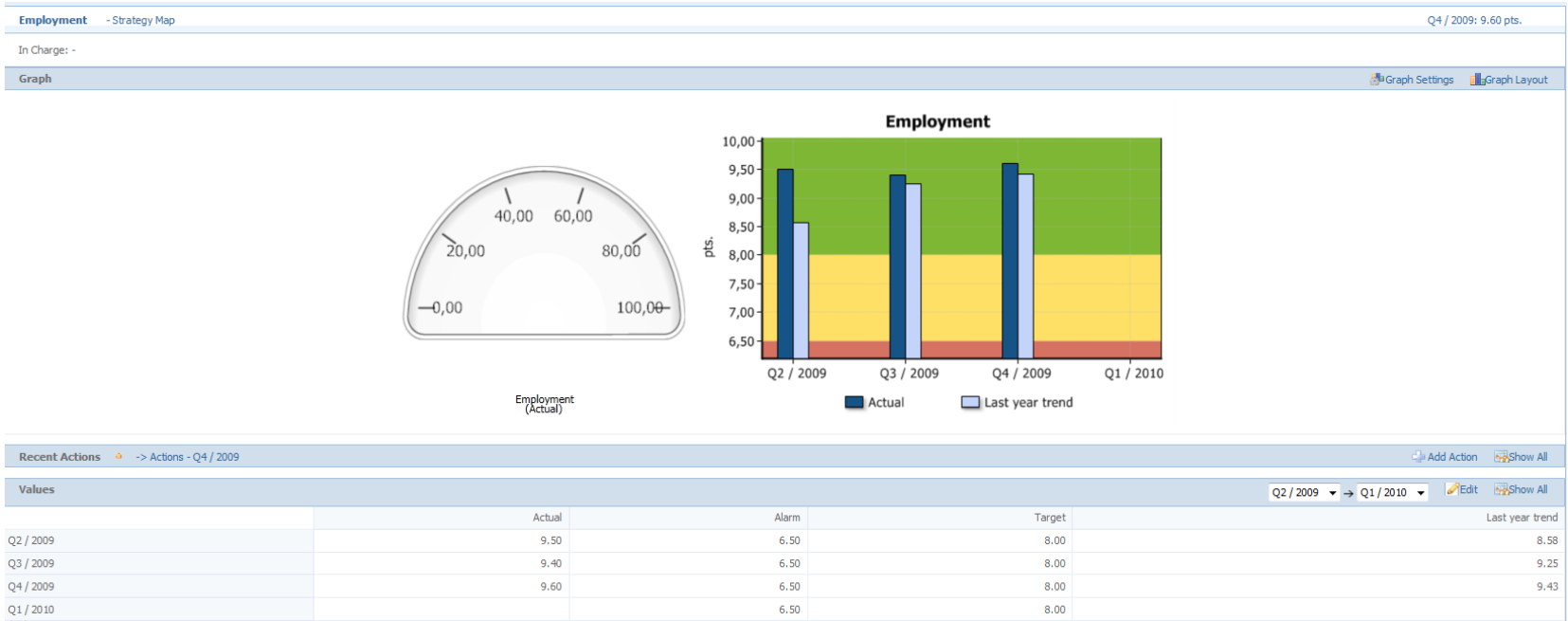
 Create Information, Application, Control and Risk specifications once, re-use in all Process models

 Get a holistic view on processes as well as information and applications needed to support them




With QPR ProcessGuide and ScoreCard You Can Link Measures to Processes

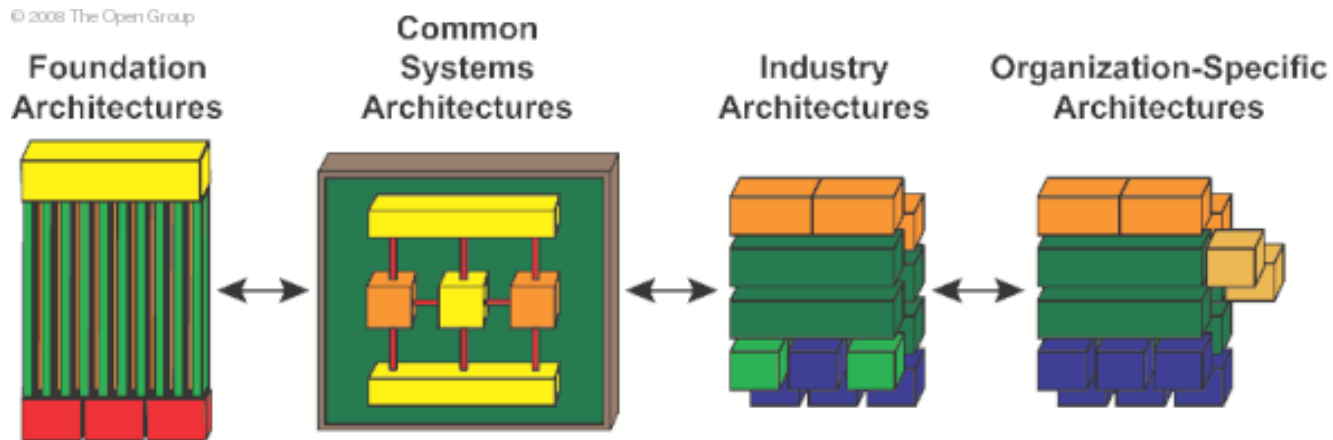


... as well as Drill Into Details



There are Several Reference Models to Jump Start EA Work

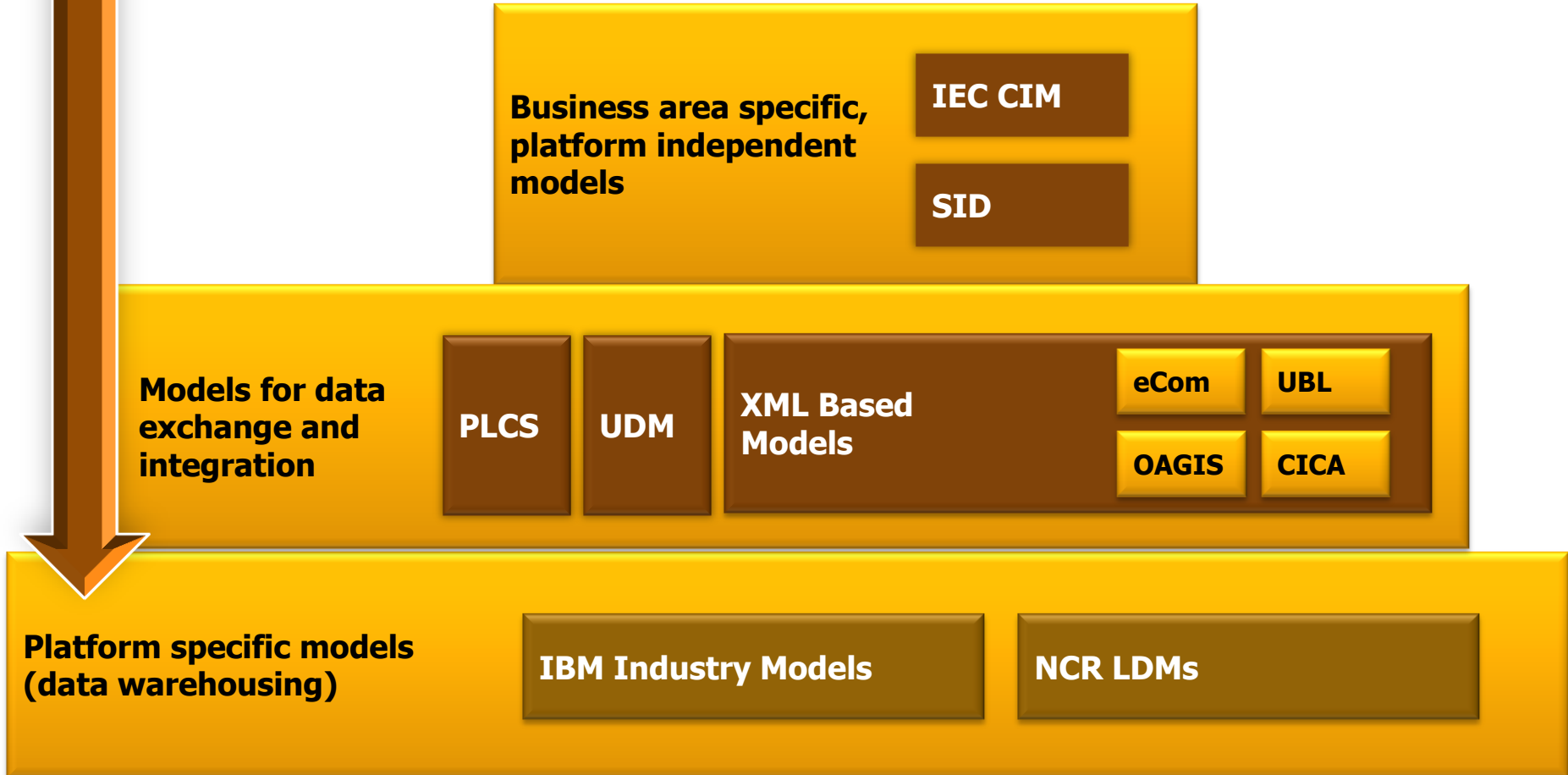
-  Information/Data models
-  Process models
-  Application models



The TOGAF thinking....

Spectrum of Some Available Data Models

Size and cost



Questions, Comments, Arguments?



E-mail me at: Aija.palomaki@qpr.com