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BIG DATA ANALYSIS AND DATA MINING

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Injecting big data into enterprise data management programs in accordance with the DAMA-DMBOK®

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Although many organizations have established the basic foundation of an enterprise data management framework, they do not know how to include the emerging concepts of big data management into the established components. Therefore, these organizations struggle with implementing big data management into their organization's data management activities. This presentation will address the injection of big data concepts and technologies into the normal operation of an organization's enterprise data management framework. Using the DAMA-DMBOK® wheel, the presentation will outline a methodology for including big data into an enterprise's approach to data management. Learning objectives include Big data foundations – part of an enterprise data management program; big data management implementation phases and steps – a practical approach to a methodology; challenges to a successful enterprise data management program; risks through addition of big data; cultural and organizational alignment; adapting for cultural change with big data management.

Biography

Anne Marie Smith completed her PhD at North Central University and Post-doctoral studies at La Salle University. She is the Vice President and Chief Methodologist of EW Solutions, a premier enterprise data management and data science organization. She has published more than 25 papers in reputed journals and has been serving as an Editorial Board Member for a variety of publications.

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