



# Data architecture and cake

5 February 2020



@AdaptaforNFP

# Adapta Consulting

We are:

- A specialist information systems consultancy
- We only work with membership organisations, charities, associations, trusts and others in the NfP sector
- We are completely supplier-independent
- Our consultants have held senior positions in a broad range of different organisations
- Our advice and guidance is based on practical experience gained over many years.

# Programme

14.00 **Arrival and welcome**

Introductions and overview

14.15 **Opportunities and challenges of understanding your organisations data**

David Membrey, Adapta Consulting

14:30 **Case study**

Hester Steedman Thake, Diabetes UK

15.00 **COFFEE AND CAKE**

15.15 **Case study**

Bo Ruan and Andrea Paddick, Alzheimer's Society

15:45 **Round table discussion and feedback**

All

16.45 **Review and close**

# Introductions



# Opportunities and challenges of understanding your organisation's data

# A current job advert...

- Defines **vision, strategy and principles** for data management, across the organisation.
- Defines and implements **standards** for naming, describing, governing, managing, modelling, cleansing, enriching, transforming, moving, storing, searching and delivering data across the business.
- Ensures such standards are clearly defined and well-understood across business stakeholders and organisation technology functions.
- Defines KPIs for data management.
- Acts as a **liaison** between data consumers, particularly Marketing, and the developers of data solutions, particularly in the field of business intelligence, analytics and prediction.

# Data culture

- Who owns data in your organisation
  - Individuals (spreadsheets, notebooks etc – dark data)
  - Teams (CRM and other systems)
  - IT department?

# What is data architecture?

- Data management
- Data dictionary
- Data integration
- Data quality
- Data models (conceptual, logical & physical)
- Data classification
- Data protection
- Data flows
- Data stewardship/ownership

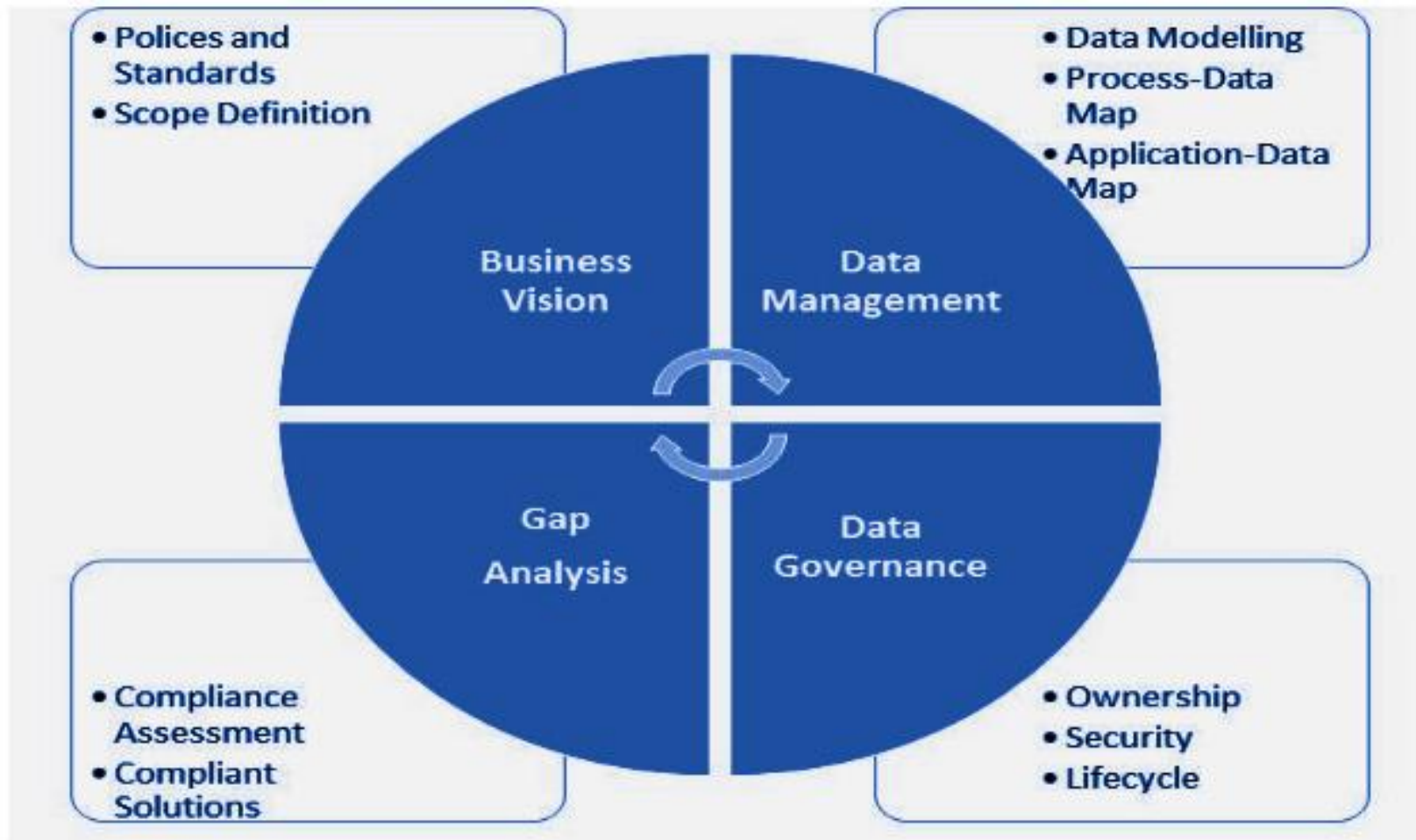


# Gartner

- **Architecture** is defined as: In reference to computers, software or networks, the **overall design of a computing system** and the logical and physical interrelationships between its components. The **architecture** specifies the hardware, software, access methods and protocols used throughout the system.

- **Data architecture** is a set of rules, policies, standards and models that **govern** and **define** the type of **data** collected and how it is used, stored, managed and integrated within an organization...
- *(Techopedia)*

# TOGAF



# Data Policies

- What are the principles that govern how you capture and use data and why are these important?

Data Quality	Business Intelligence	Information Security	Data Science	PECR
Digital Preservation	Integration	Privacy Impact Assessments	Information Asset Owner	Predictive Analytics
PCI-DSS	GDPR	Taxonomy	Controlled Vocabularies	Digital Continuity
Metadata	Digital Asset Management	Data Protection	Data Cleaning	Gift Aid
Open Data	Information Assurance	Big Data	Ontology	Inter-operability
Data Retention	KPIs	Records Management	Artificial Intelligence	Encryption

# Data Culture

- Who owns data and what does it take to be a data driven organisation?

Data is somebody else's responsibility

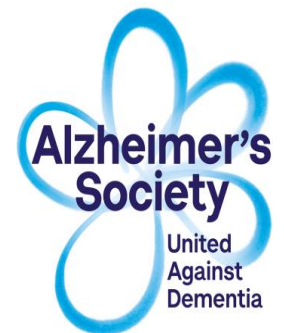
Our leadership don't understand what is actually going on

We could use data to answer complex questions

**Due to sensitive data Diabetes UK  
slides are not available online**

# Data Architecture

Data Architecture  
at Alzheimer's  
Society



# Data Driven....





# Alzheimer's Society Data Strategy



# Alzheimer's Society's Focus on Data Architecture



Data

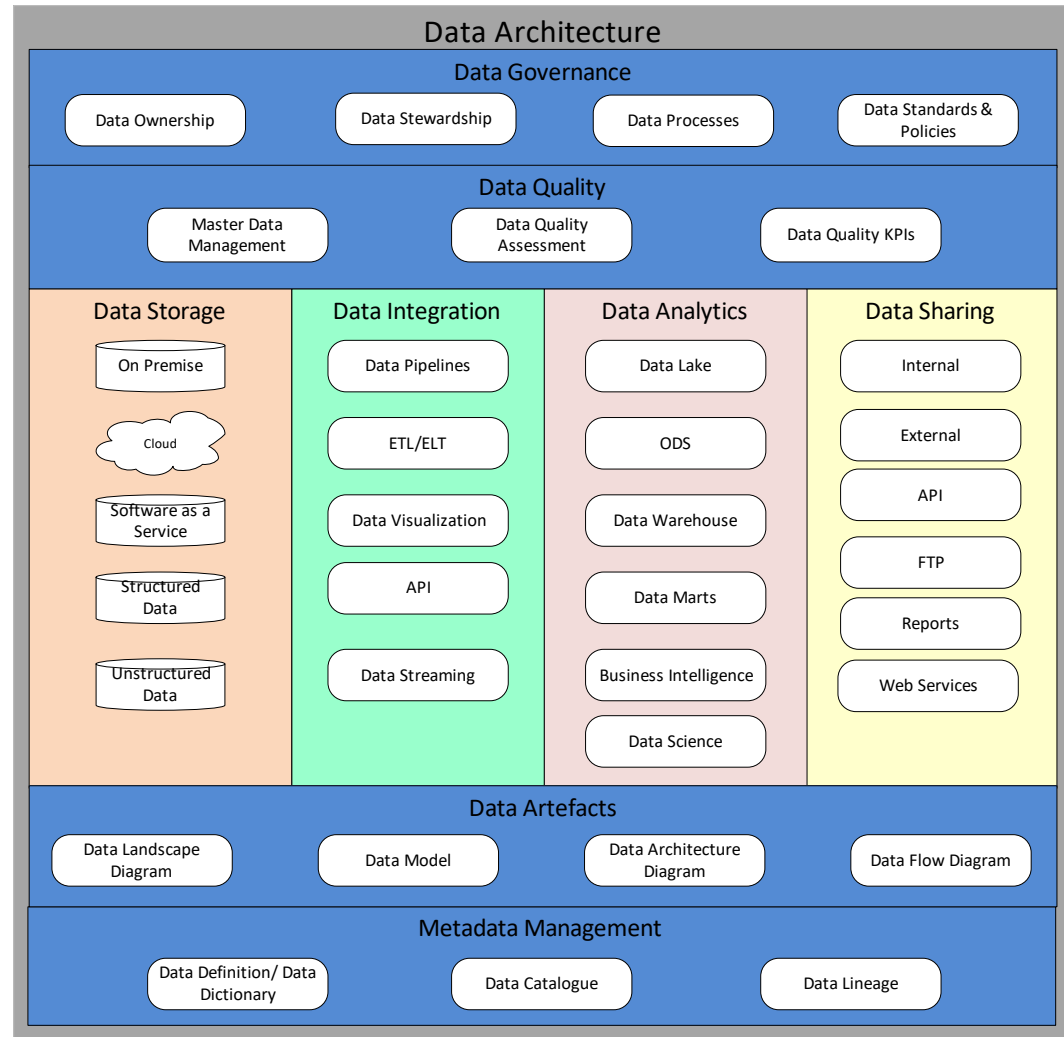


Data Assets



Valuable Output

# What is Data Architecture?



Questions?



# Discussion and feedback





# Review and close