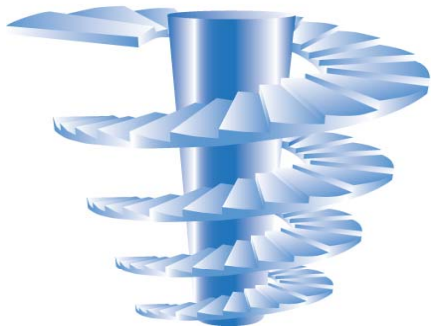


EWolutions

Being a Data Management Professional in Today's Economy



By David Marco

President

EWolutions



EW Solutions' Background

EW Solutions is a Chicago-headquartered strategic partner and full life-cycle systems integrator providing both **award winning** strategic consulting and **full-service implementation services**. This combination affords our clients a full range of services for any size enterprise information management, managed meta data environment, and/or data warehouse/business intelligence initiative. Our notable client projects have been featured in the Chicago Tribune, Federal Computer Weekly, Crain's Chicago Business, and won the 2004 Intelligent Enterprise's RealWare award, 2007 Excellence in Information Integrity Award nomination and DM Review's 2005 World Class Solutions award.



2007 Excellence in Information Integrity Award Nomination



World Class Solutions Award Data Management



Best Business Intelligence Application Information Integration

Client: Department of Defense



For more information on our Strategic Consulting Services, Implementation Services, or World-Class Training, call toll free at 866.EWS.1100, 866.397.1100, main number 630.920.0005 or email us at Info@EWSolutions.com



EWSolutions' Partial Client List

Arizona Supreme Court
Bank of Montreal
BankUnited
Basic American Foods
Becton, Dickinson and Company
Blue Cross Blue Shield companies
Branch Banking & Trust (BB&T)
British Petroleum (BP)
California DMV
California State Fund
College Board
Comcast
Corning Cable Systems
Countrywide Financial
Defense Logistics Agency (DLA)
Delta Dental
Department of Defense (DoD)
Driehaus Capital Management
Eli Lilly and Company
Environment Protection Agency
Federal Aviation Administration

Federal Bureau of Investigation (FBI)
Fidelity Information Services
Ford Motor Company
GlaxoSmithKline
Harris Bank
The Hartford
Harvard Pilgrim HealthCare
Health Care Services Corporation
Hewitt Associates
HP (Hewlett-Packard)
Information Resources Inc.
International Paper
Janus Mutual Funds
Johnson Controls
Key Bank
LiquidNet
Loyola Medical Center
Manulife Financial
Mayo Clinic
Microsoft
National City Bank
Nationwide

Neighborhood Health Plan
NORC
Physicians Mutual Insurance
Pillsbury
Quintiles
Sallie Mae
Schneider National
Secretary of Defense/Logistics
South Orange County Community College
SunTrust Bank
Target Corporation
The Regence Group
Thomson Multimedia (RCA)
United Health Group
United States Air Force
United States Army
United States Navy
United States Transportation Command
USAA
Wells Fargo
Wisconsin Department of Transportation
Zurich Cantonal Bank



Schedule
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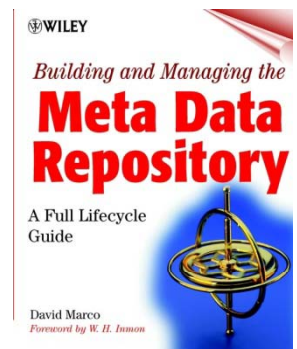
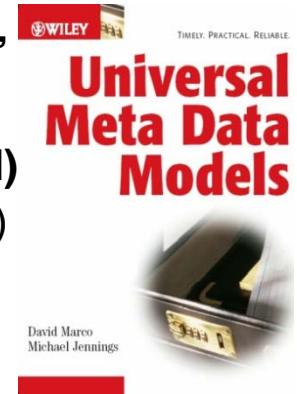


Professional Profile/Contact Information

Mr. Marco is an internationally recognized expert in the field of enterprise information management, data warehousing, Capability Maturity Model (CMM), business intelligence, and is the **world's foremost authority on meta data management**. Mr. Marco has authored several books including the widely acclaimed "**Universal Meta Data Models**" (Wiley, 2004) and the classic "**Building and Managing the Meta Data Repository: A Full Life-Cycle Guide**" (Wiley, 2000). These groundbreaking books have been broadly endorsed by many of the largest software companies in the industry and by several major magazines.

- Selected to the prestigious **2004 Crain's Chicago Business "Top 40 Under 40"**
- Crain's Chicago Business anointed him the "Melvil Dewey of Metadata"
- 2008 DAMA Data Management Hall of Fame (Professional Achievement Award)**
- Chairman of the Enterprise Information Management Institute (EIMInstitute.ORG)
- 2007 DePaul University named** him one of their "**Top 14 Alumni Under 40**"
- Presented hundreds of keynotes/seminars across four continents
- Published hundreds of articles on information technology
- Author of several best selling information technology books
- Taught at the **University of Chicago** and **DePaul University**

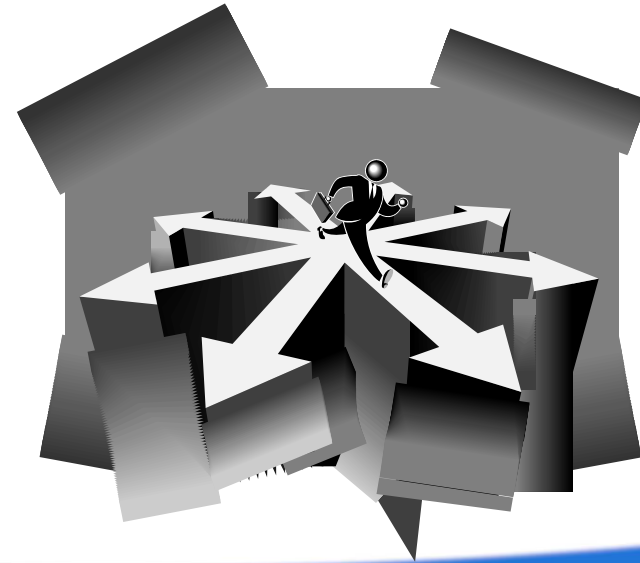
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Agenda

- ❑ Background
- ❑ How Did We Get Here?
- ❑ How Does This Impact Our Profession?
- ❑ What Do our Clients Look for in a DM Professional?
- ❑ What Do I Look for in a DM Professional?
- ❑ What You Need to Do





Background

- ❑ Different talk than I've ever given to a DAMA audience
- ❑ Similar to talks I give at Universities on entrepreneurship
- ❑ **Spoiler Alert:** Personally I don't believe you should act differently in a bad economy than in a good economy
- ❑ I will give opinions based on being a data management professional, clients wants and needs, and as a business owner
- ❑ Founded EWSolutions in 1996
- ❑ I have navigated it for over a decade and this is not the first bad market I've seen
 - See Y2K
 - Earlier recession
- ❑ This is the longest down market that I've seen



How Did We Get Here?



How Did We Get Here?

- ❑ I know California's economy is quite bad but look on the bright side. You're not





How Did We Get Here?

- ❑ 2008
 - \$4 a gallon gas
 - Presidential election
 - Subprime mortgage crisis
 - Financial industry bailouts
 - Automotive bailouts
 - **A bunch of stuff I've forgotten**
- ❑ 2009
 - AIG bailout
 - Government takeover of financial markets
 - Federal stimulus programs
 - \$1.41 trillion of deficit spending in 2009
 - Socialization of healthcare industry
 - 10% unemployment (<http://www.bls.gov/news.release/empsit.nr0.htm>)
 - 15.7% actual unemployment (same website as above)
- ❑ If you want to be sick go to:
<http://money.cnn.com/news/storysupplement/economy/bailoustracker/index.html>
- ❑ **Are you ready to jump yet?**



How Does This Impact Our Profession?

- ❑ When economic news occurs it causes companies to react...both good and bad
- ❑ **Example:** If you are working at a health insurance company your management is probably VERY risk averse right now
- ❑ These situations cause companies to:
 - Delay needed projects
 - Downsize **proactively**
 - Make poor long-term decisions for small savings in the short-term
- ❑ Some companies believe they can do without data management as they focus exclusively on their operational systems
- ❑ **Golden Rule:** No news is good news



What Do our Clients Look for in a DM Professional?

- A “true” professional
- They want to know what you are going to do for them
- Someone that has a vision and knows how to execute it
- The vision needs to be focused on what the objectives of the corporation are
- Positive attitude
- No complaining
- Confidence
- Passion



What Do I Look for in a DM Professional?

- Right attitude
- Knowledge base
- Ability to work with others
- Fast learner
- Detail-oriented
- Fast thinker
- Honesty
- What annoys me:
 - No notebook
 - Notebook but doesn't take notes
 - Trying to gloss over what they don't know
 - Didn't prep for the interview
 - Poor presentation



What You Need to Do

- ❑ Don't let bad market news bring you down
- ❑ You are always being evaluated
- ❑ Be a problem solver and not a “problem megaphone”
- ❑ Never stop learning
 - Certified Data Management Professional (CDMP)(DAMA)
 - Certified Computing Professional (CCP)(Institute for the Certification of Computing Professionals)
 - Marco Masters Series certification (MMS)
 - Certified Business Intelligence Professional (CBIP)(TDWI)
- ❑ **Golden Rule:** Keep the highs low and the lows high
- ❑ You are in the “**Steak**” business not the “**Sizzle**” business



Questions

