

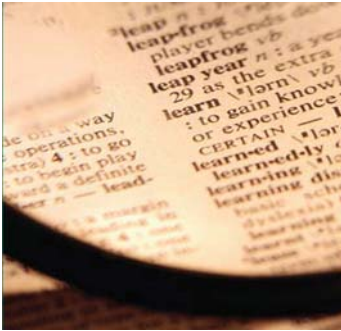
XML: ITS IMPACT ON DATA MANAGEMENT, ADMINISTRATION AND ARCHITECTURE

3-DAY SEMINAR

(Customized Seminars and Group Booking Discounts Available)



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Overview

XML is to data what Java is to programming languages – so how do we take advantage of its capabilities?

We have perhaps witnessed the excitement of the possibility of developing application programs using a single programming language that will run on multiple platforms. "Write it once and run the application anywhere" has been the rallying cry.

Those of us concerned with data challenges (such as delivery, integration, quality, interchange, etc.) now have access to a technology that allows us to attack these problems in a somewhat similar manner – Extensible Markup Language (XML). XML technologies enable data personnel to wrap and deliver organizational data that is described with accompanying metadata. By transmitting the metadata with the data – a number of data challenges may be addressed effectively by architecting classes of problem solutions instead of more expensive point-to-point, one-time solutions.

With XML, many applications that were difficult to implement before – now become possible. For example, organizations can agree on metadata descriptions used by a variety of supplier inventory systems. This enables the organizations to place orders via the Internet directly with those supplier systems, moving towards automated product order fulfillment. At the other end of the standardization schedule, NIST (the US National Institute of Standards and Technology) is facilitating the development industry-specific XML-tags in anticipation of the strategic value of the savings to domestic industries.

XML-based solutions can solve classes of problems instead of individual problem instances. XML-

wrapped data can be understood by any application that has been XML-enabled. The existence of the XML data-wrappers offers us the ability to extend traditional relational data management capabilities into other dimensions including unforeseen query capability and management of previously unstructured data. XML capabilities will transform data management, data administration, and data architecture activities in profound ways.

XML can be to data what Java is attempting to be to programming languages. Wrap an application's data once with XML-based metadata and utilize it with any XML-enabled application! XML-based data integration will soon be the norm. In many cases XML permits a simple to use and inexpensive to implement yet more robust means of electronically exchanging data than – electronic data interchange (EDI). Some say that XML is EDI for the rest of us!

XML is sufficiently mature to have been architected into the core of Microsoft Office 2000. In Office, XML is used to represent the internal formats and styles used by the integrated applications. This permits versions of Office 2000 documents to be saved as .html files and then subsequently re opened by office components without losing relevant formatting detail. More importantly, it represents one important new source of previously unstructured data that – using XML – data administrators can begin to incorporate into existing corporate data assets.

XML-capabilities are being added to an increasing group of products and XML architecting has become significant aspect of system development. XML represents a critical future direction for the management of metadata, data, business rules and will play an increasingly important role in business and systems engineering. Several organizations have already begun to carry the promise of XML to its ultimate conclusion – standardized delivery of organizational data via an XML-based Portal.

Using an XML-based portal architecture as a central point of integration permits organizations to begin accruing tangible savings on many aspects of organizational information delivery. XML provides a means of integrating unstructured data with existing structured information kept in organizational data stores whether they are in

warehouse or transaction systems. Portal success stories indicate that organizations currently save hundreds of millions of (US) dollars annually by delivering data directly from data administration groups. XML-based Portals have become vital development capabilities. The technology is becoming so powerful that virtually all organizations in industry, academia, and the public sector will need to develop portal capabilities to remain competitive.

"Envision the enterprise information portal as a browser-based system providing ubiquitous access to business related information in the same way that Internet content portals are the gateway to the wealth of content on the web." [InfoWorld Electric] Web site

"Portals are applications that enable organizations to more rapidly interchange internally and externally stored information, and provide users a single gateway to personalized information needed to make informed business decisions. Portals are an emerging market opportunity; an amalgamation of software applications that consolidate, manage, analyze and distribute information across and outside of an enterprise (including business intelligence, content management, data warehouse and mart, and data management applications." [Merrill Lynch: [SageMaker] Web site]

Learning Objectives

How XML and metadata management are inextricably linked as "the" new way of delivering data solutions to enterprise information challenges.

- How the existing XML component architecture ensures that it can provide the basis for solving many forms of data integration that have been challenging organizations for years.
- Why XML-based architectures enable organizations to implement solutions that are solid foundations for future development and not just the latest "silver bullet."
- Why XML is already the cornerstone of e-business and e-commerce – without it your organization cannot participate in this important business revolution.
- How XML will cause us to rethink the role of traditional data management tools such as CASE tool and repositories.
- How the data group can develop and deliver complete information delivery solutions to organizational

Seminar Outline

XML Basics

What XML is? What XML is not? How does it work as a meta-language? Basic XML Syntax?

XML Usage

What business problems XML was designed to solve? How it is being used by organizations to solve them?

XML Architecture

How does XML work from an architectural perspective? Definition of XML Elements; Definition of XML Attributes; Definition of XML Entities; Overview of XML Architectural Components: DTDs, DOM, XSL, XLL, RDF, XLinks, XPointers

XML Technologies

What types of XML-based tools have been developed to assist in the development of XML applications and other tasks. Highlighted by a comparison of BizTalk and EB-XML. What can we expect to see in the near future?

XML and Data

What role will XML play in an expanded definition of data? The requirements and promise for integration of management of unstructured data along with traditional organizational data stores.

XML and Data Management Technologies

XML implications for organizational CASE tool, modeling, and repository usage.

XML-based Portal Technology

How do XML-based portals give data managers the ability to leverage XML and Inter/Intranet technologies in support of advanced data delivery solutions? How investments in this technology can be quickly quantified. How data portaling can lead directly to tangible organization cost savings.



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