intervista

information services innovation

I can see clearly now enterprise information strategies
enterprise semantics information architecture reference models **big data**
enterprise integration **future information services**

1. The changing information landscape.
The business of information.
- Information delivery history and innovation
- Business and public-sector drivers and success factors for information innovations
- Defining information as a service and information architecture
- Information as an asset and as a business
- The impact of big data
- Evolving information business models
- A look at real world information services in government and business

2. Understanding your information culture
Observations from the field.
- An ethnographic view of the enterprise: business as a culture
- Information needs within a business culture: Who uses what?
  - The chief: Business intelligence for strategic advantage
  - The elders: Information to run daily operations
  - The hunter/gatherer: Information about new business opportunities
  - The explorer: Enterprise-wide discovery for innovation
  - The villager: Information to accomplish day-to-day tasks
  - The storyteller: From information publishing to digital folklore
- Understanding information values and quality
- Developing a client-centric information strategy
  - Real innovative word case study and interactive workshop

3. Trends in information architectures.
Information service patterns.
- Making sense of information architectures
- Enterprise Architecture, SOA and information services
- Service patterns: data federation, data consolidation, data cleansing, and master data management
- The challenges of customer data integration and product data management
- The structured – unstructured information continuum – its implications
  - Enterprise content management systems
  - Information and content analytics
  - Big data
  - Business Intelligence (BI) from structured and unstructured data
  - Search: from keywords to complex queries
- Discovery and inferencing

4. Knowing what you know.
Towards an understanding of information and knowledge structures.
- The emerging role of semantics for enterprises
- Systems of systems (SOS) – the drive to reuse legacy systems
- Growing need for semantic interoperability
- What is semantics and its relationship to knowledge
- Enterprise ontologies and why they are so important to information services
- Positioning taxonomies and metamodels
- Semantics and knowledge management

5. Real world global integration.
The International Council of Museums.
- The problem of cultural information diversity
- The need for a common "cultural reference model"
- Strategies to integrate heritage information

> " The course was excellent and very timely for what I am mandated to do at this moment. "

Cheryl Potter
Data Architect
Brookfield Renewable Power

> " I found the content and presentations excellent. Helped me better articulate some issues relating to Information Architecture and Strategies. "

Brian Caughey
Business Representative
Correctional Services Canada

Your course leader
Kent Bimson

Intervista Institute faculty member and leading expert in Information Architecture, Enterprise Information Management and Enterprise Semantics, Kent Bimson works with diverse clients in government and business organizations on complex integration challenges.

He holds a PhD in Linguistics from UCLA and a M.S. in Computer Science from California State University, Sacramento. Kent shares information integration experience gained at SAIC, Lockheed, NASA and as an independent consultant.

1. Information Services Innovation.
Semantics: Enabling Information Architectures.
- The semantic continuum - from implicit to the semantic web
- Enterprise information integration (EII) of disparate legacy systems
  - The need to significantly augment shrink-wrapped data services solutions
- Increasing volumes of structured and unstructured data
  - Intelligent crawling, search, retrieval, and analysis
  - Deep business intelligence (BI) analytics
  - Semantic-based text mining via natural language processing
- Intelligent simulation systems

2. Responding to real-world Information Services.
Designing meaningful information services.
- The purpose of ontologies and semantics
- Semantic enterprise processes
- Ontology building blocks
- Axioms, rules, and reasoning
- Levels of ontology
- Ontology modeling languages
- IDEF5 language schemas and examples

3. Real world business value.
Semantic interoperability in action.

In this walk-through session, team members will gain an overview perspective of the key steps involved in initiating an information integration project including lessons learned from various implementations.
- Problem: The fragmented enterprise
- Solution: Single integrated system

4. Knowing what you know.
Building a semantic domain model for information services.
- Semantic analysis process for the ontology
- Five sources of domain concepts and relations
- Seven steps for understanding your domain semantics
- Five-step process for an effective semantic model
- Issues in advanced semantic architecture design

5. Semantic Strategies for Enterprise Information Management.
Putting semantics to work for information architecture (IA).
- Managing an IA project
- Roles in the IA Team
- Develop, refine, verify and validate enterprise model
- Deploy an enterprise model to integrate information
- Create physical data services and map to the enterprise model
- Map relationship functions and deploy
- Enterprise model visualization and search

6. Semantic Strategies for Enterprise Information Management.
Implications for SOA and business processes modeling and management.
- Adding "meaning" to business process models
- Business process modeling overview, process standards, and language standards
- SOA standards come in to play; composing web services into business processes
- Business process metadata and semantics
- Linking process knowledge with enterprise knowledge through ontologies

7. Information services end-game: Unified information for all stakeholders.
Enabling meaningful access and exploitation of Enterprise Information (EI).
- Challenges of unifying EI for application and user access and exploitation
- Business intelligence vs. business knowledge
- Revisiting structured vs. unstructured information
- The evolving role of hybrid architectures
- State of the research in EI integration, access and correlation
- Agile presentation layers for unified information
- Designing information architectures for evolution in an age of technology revolution

8. Meaningful reference models.
Leveraging information and business patterns.
- Goals and dimensions of reference models
  - Role of semantics in developing reference models
- Industry reference models
- Public sector reference models
- Benefits of developing a business ontology

9. We speak your language.
Standards and tools to make it easier.
- The role of various standards organizations
- The building blocks of expressive power – making sense of languages
- Ontology languages – OWL, DAML + OIL, RDF XML, RDF, and XML
- Reasoners – inferring consequences from a set of facts or axioms

10. Return on meaning.
Making the business case for information services.
- Business case within your culture
- Business value of semantics
- Semantically integrating services as business value
- Business case analysis method

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Team members who will benefit:

Senior Vice-President/Director

Chief Information Officer (CIO)

DG, Information Management/Strategic Planning

Vice President/Director IS

Strategic Planner/Enterprise Architect

Enterprise Information Manager

Information Architect

Director/Manager, Information Services

Business Architect

Strategic Innovation/Knowlege Management

Web Architect/User Experience Designer

Project Manager/Leader

Application/Systems Architect

Business Unit or Department Manager

Business Analyst

Data Architect

Consultant

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