VIRAL DATA IN SOA: AN ENTERPRISE PANDEMIC BY NEAL A. FISHMAN
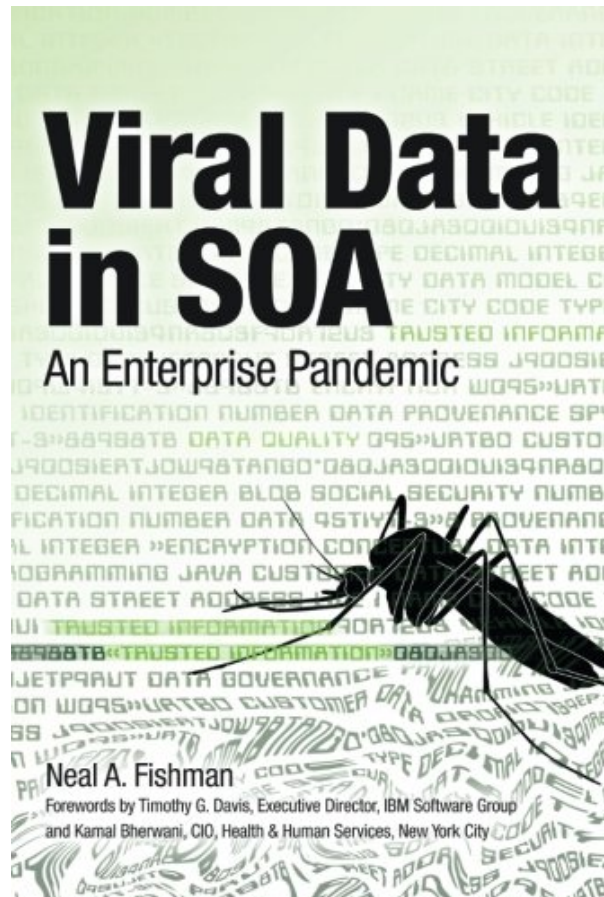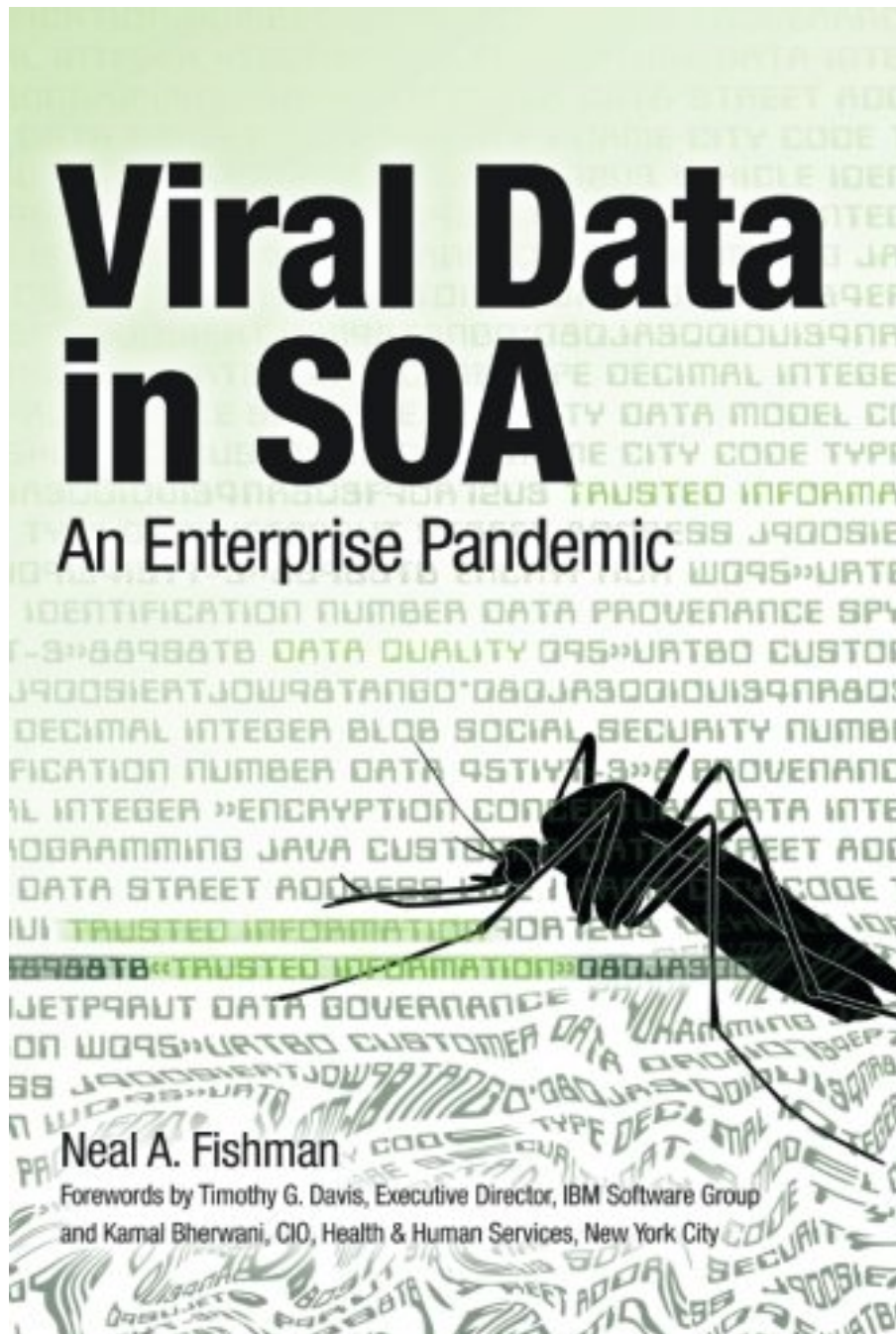

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Review

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Most helpful customer reviews

3 of 3 people found the following review helpful.
An entertaining ramble on data quality and remedial methodologies
By MCNAUGHTON NEIL
The first thing about this little book is what is `viral data?' Is it good--as in `viral marketing?' Or bad as in `swine flu?' Apparently it is bad. In fact the introduction by IBM-er Tim Davis suggests that 2008 collapse of the worlds financial markets was due to `a perfect storm of viral data' which was news to us. A definition of `viral data' as `[producing] undesirable effects by engaging information though a service' does not get us very far either--although the claim that `left unchecked, viral data in a service oriented architecture can reach epidemic proportions in an enterprise' is a bit more promising--even if it does have a perfume of good ole FUD (fear uncertainty and doubt). The book is a bit of a ramble, but the theme is that with SOA, bad data gets much better visibility than it does in other systems--so data quality is doubly important. Fishman claims `the overall quality of information in organizations continues to be suspect and poor' and his book sets out to address `the treatment and prevention of harmful data.' Does it succeed?
Well it is certainly not a recipe book, more a collection of anecdotes and remarks, some of which are relevant to data quality, and many which, while interesting (a rant about PowerPoint, the origins of the Federal Reserve System), are not. The contents page offers a semblance of structure that is not really borne out in the book. In fact a cover to cover read is necessary to capture all the nuances and anecdotes. Is it worth the effort?
I would say yes if you have the time and are prepared for some frustrating digressions. Fishman's credentials (IBM program director, DAMA board member) are pretty impeccable. We enjoyed his observation that `organizations adopt specific protocols to drive measurable improvement--but suffer from the illusion that

they can assure quality by a specification like ISO 9000 [..] this is the ultimate naiveté.' There is some good advice to data modelers--about the need to get data structures `right' and the risks of subsequent changes to tightly-coupled architectures. The chapters on data governance and reference models were eye openers to us as non practitioners, touching on methodologies like DQA3 and CIDER. But Fishman suffers from a tendency to qualify just about every statement made. Four `howevers' on a page is too much! Spend a few hours reading VD in SOA you will probably want to call in the consultants--which is maybe the object of the exercise!

This review originally appeared in Oil IT Journal - oilit.com. Comments to info@oilit.com.

0 of 1 people found the following review helpful.
Must Read for IT Professionals and Business Data Owners
By John Christensen
Viral Data in SOA is a must read by both IT Professionals and Business Data Owners. With the exponential expansion in the amount of data retained in organizations, comes the increased reliance on technology to analyze that data and make decisions about organizational direction. This book presents comprehensive considerations as to why today's organizational data is suspect. It then provides a holistic response structure to guide organizations through what needs to be done to improve data integrity.

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Based on the **Viral Data In SOA: An Enterprise Pandemic By Neal A. Fishman** information that we offer, you could not be so confused to be right here and also to be participant. Get currently the soft documents of this book Viral Data In SOA: An Enterprise Pandemic By Neal A. Fishman as well as save it to be your own. You saving could lead you to evoke the simplicity of you in reading this book Viral Data In SOA: An Enterprise Pandemic By Neal A. Fishman Even this is kinds of soft documents. You can truly make better possibility to get this Viral Data In SOA: An Enterprise Pandemic By Neal A. Fishman as the suggested book to read.

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"An intriguing discourse. The text is relevant and pithy. If you help manage or create IT projects, this book is worth reading from cover to cover. The book explores the relevance of misrepresented data and its potential undetected wrath on business execution. Many companies have realized that data should be a recognized asset. Viral Data in SOA sets out to help you nurture and protect that asset."

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"Neal Fishman's book on the viral affects of data is a much-needed warning signal for a time when critical consideration of risk and impact take a backseat in the thrive to integrate and apply new technologies. This book alerts its readers of potential risks and indicates how these can be minimized in real-world implementations. A must read for all decision makers for today's increasingly complex information architectures."

Thomas Buehlmann, Ph.D., Senior Manager, Accenture, United States

"Viral Data in SOA has an amazing amount of information that spans different disciplines and areas of

interest. The author analyzes the subject of viral data at various levels of depth, starting from the business level and working down to the database modeling, administration, and development levels. The author uses his experience and knowledge to present a vast area of possible problems with data and provides an in-depth analysis of the causes of viral data, suggesting the right path toward solutions. I believe this is a very important book because it addresses the subject from a realistic perspective coming from real-life experiences."

Mika Nikolopoulou, Academic Affairs University Ambassador, IBM, United States

"In this world of exploding data volumes, every CIO is exploring new and exciting ways to leverage information. Few, however, pause to consider the associated risks that come with poorly controlled data quality. In this book, Mr. Fishman provides a detailed understanding of just how pervasive data quality problems are across all levels of an organization. His eclectic use of examples leaves the reader with no doubts about the unexpected dangers of viral data in a modern business. It provides a wake-up call to all IT professionals looking to use business data to create competitive advantage."

David McCarty, Information Management Consultant, BWH, France

"Did you ever stop to think that the information you count on to make business decisions has the potential to cause a viral data pandemic that can disable the company? Neal Fishman's latest book will definitely make you rethink your approach to business data. The book is chock full of entertaining illustrations that promptly make the reader realize how easily data can become poisonous bits of misinformation, especially when propagated throughout today's service-oriented enterprises. Viral Data in SOA: An Enterprise Pandemic drives home the need for all businesses to establish an environment of trustworthy data. As Neal points out, 'At the end of the day, there is a line between trustworthy information and viral data, and that line is very fine.' This book provides excellent guidance on a variety of governance models, techniques, and treatments to combat viral data and to derive trusted information. The book is a thought-provoking information technology guide that I will reread frequently."

Beth Brownhill, Distinguished Engineer, Information Agenda Executive Architect, IBM, United States

"The most entertaining and informative book on information technology I have read to date. A fascinating look at the role of information in the workplace."

Mark Stewart, Managing Director, AV Pure & Simple, England

"Neal Fishman has a deep understanding of data and how to keep it from becoming viral. He does an excellent job of explaining how a small piece of data can create a significant business problem. I would highly recommend this book to anyone who wants to keep viral type data out of their SOA project."

Stan Green, Sr. Project Manager, Modern Computer Solutions, LLC, United States

From the Back Cover
Viral Data in SOA An Enterprise Pandemic ""This book is a must read for any organization using data-integration or data-interchange technologies, or simply any organization that must trust data. Neal takes the reader through an entertaining and vital journey of SOA information management issues, risks, discovery, and solutions. He provides a fresh perspective that no corporation should overlook; in fact, corporations might head blindly into SOA implementations without this awareness."" -Kevin Downey, Senior Partner, Xteoma Inc., Canada " " ""Neal Fishman's book on the viral affects of data is a much-needed warning signal

for a time when critical consideration of risk and impact take a backseat in the thrive to integrate and apply new technologies. This book alerts its readers of potential risks and indicates how these can be minimized in real-world implementations. A must read for all decision makers for today's increasingly complex information architectures."" -Thomas Buehlmann, Ph.D., Senior Manager, Accenture, United States Ensure the Reliability of the Data Your SOA Environment Depends Upon Service-oriented environments can share data more widely and rapidly than ever before. Incorrect data can easily trigger inappropriate actions, prevent urgent actions from being taken, disrupt customer transactions and relationships, generate compliance problems, and damage business performance. Companies need a comprehensive blueprint for ensuring data reliability in their SOA environments. "Viral Data in SOA "provides that blueprint. Leading IBM information forensics expert Neal Fishman helps you identify the unique challenges of data quality in your SOA environment-and implement solutions that deliver the best results for the long term at the lowest cost. Writing for both business and technical professionals, Fishman shows how to think about data quality on a risk/reward basis...establishing an effective data governance initiative...how to evaluate data quality, and overcome its inevitable decay...and, last but not least, how to actually derive a data quality initiative that works. Coverage Includes - Why poor-quality data in SOA can be dangerous to an organization - Practical solutions for assessing, improving, and sustaining trusted information - Why data governance is so critical- and realistic models for implementing it - Benefits of data provenance - Why business data is a form of metadata - Programming and database design techniques to improve data quality

About the Author

Neal Fishman is the program director for information and integration forensics within IBM's Information Management's Technical Architecture Group. He has been involved in many aspects of information technology and has developed many unique perspectives throughout his career.

Neal is also a co-author of the textbook Enterprise Architecture Using the Zachman Framework, and has been a distance-learning instructor for the University of Washington. In addition, Neal has served on several committees for international technology standards and as a board member of the Data Management Association (DAMA) Atlanta chapter.

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