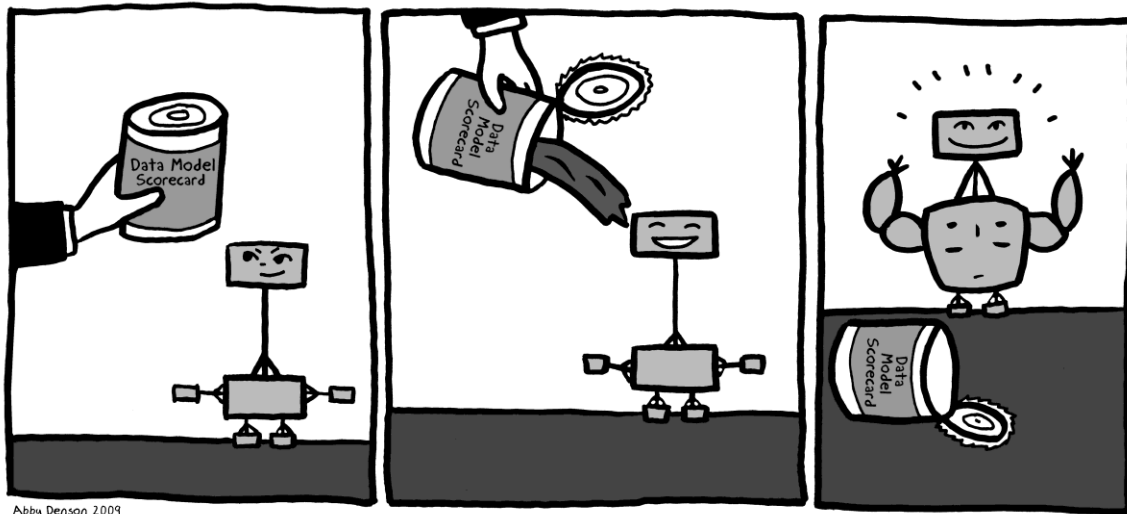


Improve your Data Models with the Scorecard

J.D Power rates cars, Nielsen rates TV shows, Morningstar rates stocks, and the Data Model Scorecard® rates data models. The Data Model Scorecard® is the industry's benchmark on data model quality. Having your data model reviewed by the Scorecard ensures an objective and comprehensive validation. With the Scorecard, your model will receive a score accompanied by a document outlining the model's strengths and areas for improvement. The score is calculated by applying over 400 rules spanning ten categories including correctness, completeness, and structural soundness.

The Data Model Scorecard® builds strong data models



Why is data model quality important?

There are three reasons why a sound design is a requirement for a successful application:

- **Leverage.** All of the application development including interface, extract, screen designs, and functionality are built upon the database design. The database design is built from the data model. Therefore the data model can make or break an entire application. Once an application is built upon a good data model, it becomes easier to support and expand, leading to a long and stable application life and saving lots of money and time in the form of reduced maintenance and repairs.

- **Data quality.** Better data quality means less business mistakes and therefore greater customer credibility and substantial cost savings. The data model can enforce many rules that can dramatically improve data quality and catch many data errors before they are loaded into the application. There are other areas the model can help with data quality, such as the definitions. Clear and concise definitions can help people make better decisions, and identify issues before development begins.
- **'Big picture'.** Consistency of modeling leads to well-integrated data structures, allowing businesspeople to answer more complex business questions and IT to build better systems in less time and for less money. Although a data model is usually built to support a particular application, it is also the perfect medium to build terminology and structure consistency across the enterprise. This broader view is easier to achieve with sound modeling practices such as generic structures and consistent naming standards.

Can you show me an example?

After a decade of reviewing data models, I realized there are certain traits which distinguish a 'good' model from the rest. I formalized these traits into 400 rules spanning the ten categories listed in the example below. These categories apply to any type of data model: subject area, logical, or physical; relational or dimensional. This particular example was delivered along with a 50 page document that went into detail on strengths and areas for improvement:

Sample Scorecard Report

#	Category	Total score	Model score	%	Comments
1.	How well do the characteristics of the model support the type of model?	10	10	100%	Lots of processing data elements
2.	How well does the model capture the requirements?	15	14	93%	Revisit some AKs
3.	How complete is the model?	15	15	100%	Legacy system mapping
4.	How structurally sound is the model?	15	10	67%	Null AKs

#	Category	Total score	Model score	%	Comments
5.	How well does the model leverage generic structures?	10	10	100%	Perfect use of abstraction
6.	How well does the model follow naming standards?	5	4	80%	Great standard for table naming
7.	How well has the model been arranged for readability?	5	4	80%	Incorporate a subject area model
8.	How good are the definitions?	10	9	90%	Very comprehensive definitions
9.	How consistent is the model with the enterprise?	5	5	100%	Great rapport with business
10.	How well does the meta data match the data?	10	10	100%	Handles changing natural keys
TOTAL SCORE		100	91		

How much does it cost?

The cost structure is very similar to a cell phone calling plan. In a calling plan, you pay a monthly fee for a set number of minutes and an additional fee for each additional minute over this set number of minutes. In the Scorecard review, you pay a monthly (or annual) fee for a set number of attributes and an additional fee for each additional attribute over this set number of attributes. It is a simple cost structure, yet the work I personally do in reviewing each attribute is anything but simple. There are several automated programs I designed to help me review a model. However, a majority of work must be performed manually. To make these model reviews very attractive, I have made them very affordable, starting at \$500.

Who is your ideal customer?

Although I will review any data model, the ideal customer fits into one of two categories:

1. A data architect or an IT manager in the data management, master data, or business intelligence area. They recognize the need for high quality data models and prefer to make at least one Scorecard review part of every project plan.
2. An IT manager (often a project or program manager) within a consulting company. This person needs someone to QA their teams' data models and ensure their high quality before presenting to their client.

What is the process of having a model reviewed?

There are three simple steps to having your model reviewed, as shown in the following figure:

- **Tell me you're out there.** Fill in the "Steve, please contact me" form at www.stevhoberman.com/scorecard.htm and you will hear from me usually the same day. After setting up your account, you can upload the data models for review. For setting up the account, I request documentation such as naming standards and data management best practices within your company. This is documentation I only request once and then I reference for each model review. In addition, I will provide you will a non-disclosure agreement (NDA agreement) so that the information you submit remains confidential and secure.
- **I personally apply the Scorecard to your model.** Depending on the size of the model submitted, it can take anywhere from two days to more than two months to complete the review. I will let you know within one day of receiving the model, how long it will take to review and the total cost. It takes time to perform a comprehensive review, and requires a substantial amount of manual effort.
- **Receive the completed Scorecard.** I deliver a final report to you in both pdf and html format. The html document will have embedded links and expandable subfolders for easy navigation. Strengths, weaknesses (with recommendations), and additional questions for you to consider, will all be contained in this report.

**If you have any questions, feel free to contact Steve Hoberman at
me@stevhoberman.com**