SHARE:

Join Our Email List

The KIT — Knowledge & Information Technology
Issue No. 92 - 15 March 2013

📷 CB photo

Consulting Services

- IT Strategy
- Enterprise Architecture Roadmap
- Business Process Modeling & Analysis
- Enterprise Software Selection
- IT Innovation Briefings
- IT Due Diligence
- Executive IT Seminars
- Cloud Computing
- Security Maturity
- Software Process
- Knowledge Strategy
- Technical Communities
- Knowledge Capture
- Taxonomy development
- Enterprise Social Media

Contact Us:

➡ The CDO Debate

A new abbreviation is ready to be foisted on an unsuspecting public: the CDO, or Chief Data Officer. The idea is that as organizations realize that data is a key asset, a new role is required to architect it, govern it, classify it, protect it, ensure its quality, refresh it to avoid media and OS obsolescence, address the scaling up to "big data," etc.

The CDO is mentioned in papers by Deloitte, Forrester, the Harvard Business Review, a recent *Cutter Executive Report* by Larissa Moss and Sid Adelman, and has a page in Wikipedia... so it must be true, right? Moreover, the US Federal Communications Commission and other government entities, for example the City of Philadelphia, have named a CDO, and other US agencies seem poised to follow.

Case closed? Not really. Some of the papers you can Google express skepticism that the issue of insufficient attention to information in the C-suite will be solved by naming a new CxO. One such skeptic is Claude Baudoin, whose opinion you can read in this Cutter blog entry. It is substantially similar, but longer and less colorful than the answer reportedly given by the CIO of a financial organization who was asked recently if his company had a CDO: "I thought *I* owned the @#$%^&* data!" Indeed, where the CIO's role has been diminished so that (s)he does not govern the information and its architecture, and is usually not even part of the executive team (as "CIO" should imply), how could a CDO succeed where the CIO failed? In short: right problem, wrong solution.

➡ Proactive and Reactive Recruiting via Social Media

Companies continue to struggle to understand how to use (or not) social media, especially Facebook and LinkedIn, for recruiting. Those companies lucky to receive 100 CVs for every opening think they don't need to even try. Others are more eager to learn how to do it without violating equal opportunity principles, which may be at stake since Internet access may be less prevalent in certain populations.

It helps to start by distinguishing between reactive and proactive recruiting via social media. **Reactive recruiting** is when a company is approached by a would-be employee, and instead of ignoring the request, or sending the requester to the black hole of "upload your CV here, but don't call us, we'll call you," there is a specific recruiting channel devoted to those applications, based perhaps on the hope that people who initiate contact that way have certain desirable communication/assertiveness skills. **Proactive recruiting** is when the company actively searches, sets alerts, etc., in order to find people with specific profiles, and uses the social medium (such as LinkedIn's "InMail" feature. or direct tweets in Twitter) to invite them to apply.

Dell, OMG, and SDN

On March 13, the Object Management Group announced that Dell had joined the OMG as a contributing member (the highest level), and intends to use the OMG standards process to work on Software Defined Networking (SDN). SDN is a key missing piece to achieve full virtualization in a data center.

More on "Agility and Discipline..."

If you never quite got to requesting a copy of the Cutter Executive Update on "Agility and Discipline in Business Processes" (the case study of Dimagi, which provides mobile platforms for healthcare workers) written by Claude Baudoin and mentioned in the last issue of The KIT, you can now download the paper here for free.

Seen Recently...

"Has there ever been any gadget that had a higher hype/utility ratio than #GoogleGlass?"
-- Jean-Jacques Dubray (@metapgmr) of Convergence Modeling, author of a method and tool for business strategy definition