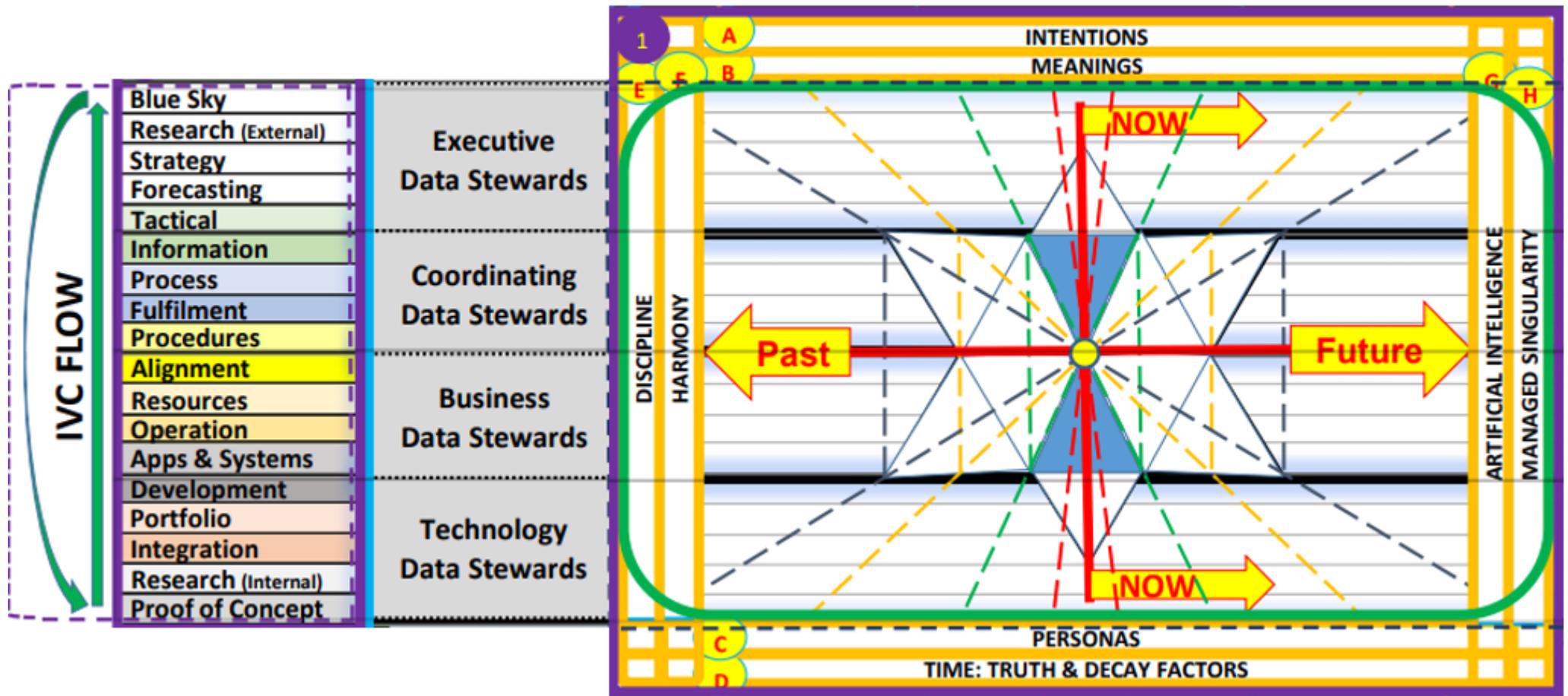# Time impacts the Core of Active Data Management

The Engine is the large purple-bordered square of many lines in the Multi Dimensional Data Management Framework version 4.0 (The colour of the lines indicates the sources of the dimensions - see the legend. The Framework is free to all to download from www.multidimensionalthinkers.com) MDDMF 4.0.

IMPORTANT NOTE:

The Engine of the MDDMF 4.0 can be understood by pretty much any human being who has some form of life-experience. (In fact Data Scientists may very well over-complicate the incredible simplicity and beauty of the Engine and its dynamics.) People best suited to understand this engine are those who work with nature and natural things. Gardeners, farmers, conservationists and probably those who have managed a local store that sells food in the form of tinned food as well as perishables.

The Engine is what is shown in the Graphic of this Article. It is the central key that activates the entire Framework and moves Data Management from theory to practice. All of the Data Disciplines surrounding this are necessary, (you can see the whole framework by clicking here.)

The different Data Disciplines (blue borders) are numbered, in order of interdependence, for example the skylight of the building you are going to build would be a higher number than a foundation or a door. The Data Disciplines should be implemented in an intelligent way by you so as not to trip yourselves up in the future, causing massive waste and loss of confidence. You will need to consider the maturity of your enterprise and also whether they have the appetite to engage with what you are building.

Data Management can be a double-digit percentage bottom-line market differentiator. As such, I am not going to share anything about what I am doing at the company I am working for now. I will merely share with you general Data Management Concepts that apply to the MDDMF 4.0 Engine.

Most of the Engine can be understood by referring to the PowerPoint Presentation (Read the Notes) on the Multi Dimensional Thinkers Forum's website.

To understand the MDDMF 4.0 Engine you have to throw away the traditional thinking of finding "diamonds" among your data and look at data rather as trying to find a specific type of flower (a flower would equate to the static data in your business - flowers, although time-bound and only recognisable as the flower you want for a short amount of time, are not going to be moving around your garden. There are other types of insights you may be looking for in your garden, for examples, earthworms, which are good for the soil, as well as those beetles that you know are there because of the evidence they leave of half chewed leaves, but you just can't seem to track them down as they are always on the move. There are still other types of data that you need to make provision for. These are the airborne ones that ensure your data can remain healthy, and can grow in the right way to strengthen other data, enhancing it. Creatures like bees and butterflies fit into this category. Finally there are the environmental elements peculiar to your particular business. These can be a gentle breeze one day, a hurricane the next and soft soaking rain, helpful one day and destructive frost the next.

Understanding that your data undergoes seasonal effects is critical. Reading the signs of the likelihood of what weather you will be experiencing tomorrow, and equally important, what weather you had last week that is currently prompting you to rethink the architecture of your garden. Where and how you want to move your data for the best possible management of particular data is an ongoing operational activity.

At this point you may be thinking - "Oh so it is an ecosystem" - Yes and No.

The word "ecosystem" somehow creates the impression that you are outside of it, a witness to it. Not so ... You are a fundamental part of it. Your garden affects you and you affect it. You cannot escape it. Your actions provide a garden overgrown with brambles, thorns and weeds, bringing sorrow and frustration, or a garden that bears fruit, brings joy, can be played in. Data needs to be managed so that the Business experiences the latter and there are a plethora of ways to do this. But you are guaranteed to reap what you sow.

Garbage in- Garbae out is a misguiding statement. Using the analogy of the garden, what is bad and rots also corrupts the data around it causing loss of confidence, sickness, and if not checked can cause the death of the enterprise. data is a living organism in your business. It's health is your business' well-being.

So what are the key concepts that must be borne in mind:

The first is that you have to realise that Time is no longer a limitation. All Data is a representation as at a moment in time. You can slide the lens backwards into history, or forwards into the future. Naturally, If you haven't constructed your lens and data properly you will not be able to understand what you are looking at. It will be like looking into a Kaleidoscope. Fragments of everything. Your thinking has to change.

This is where the logic and insight of the simple gardener, the Food-shop manager, the farmer and the conservationist are extremely useful. They understand intrinsically how to balance these things. In fact, all you need to do is to explain to them that (NB - Just one of many analogies) a computer software virus is just a program made up of data, and equates to a beetle in his vocabulary, and then he will ask you all the questions he would want to know to be able to identify the beetle in the garden, and you then need to define what the Metadata is that you need to construct and find and populate.

... Here is the punch-line - The meta-data you are given by the gardener is going to give you the lens to CREATE all the handles to be able to witness and manipulate the control over the Garden. There are literally thousands of analogies you can use, but at the end of the conversations you will be faced with a potential disastrous mistake.

1. Pride will make you think that you no longer need the person with the understanding of the ecosystem. You will then succumb to the effect of time on your data, and recovery will be an expensive, painful and fruitless time. Because like any real ecosystem, your data ecosystem is going to mutate and adapt. Storms will be different, new conditions will present themselves. You will need this person around long-term.
2. Traditional Data Management practices of the past will build a garden that needs endless work to squeeze some basic insight out of. Many of today's tools still use the logic of mining and not the concept of gardening. consequently, over time, they become a part of the problem.

Besides the ecosystem, there are other things that are subject to time -more specifically - you.

No one has a good handle on themselves, and fewer watch themselves to see what and who they are. But we all do know that we are different personas (having responses, that appear at times disproportionately different from our "controlled self"). It is not just ourselves that have these different personas. The actors and influencers within the garden, are also subject to multiple personalities given different stimuli. Understanding what stimulates your data, and how your data

responds under different conditions is really important, for so many assumptions cause failed decisions, and consequences that have ripples of unintended consequences that run throughout the ecosystem.

Another important understanding is that the seasons will also change what you see and what you don't see. One closed flower may look just like another. a wilting flower may be able to coaxed back to life, however, perhaps it is a flower that only exists in summer, and in winter it is gone. The lens we look through is comprised of the sets of definitions we apply to the ecosystem within its season. This means that as we slide our "viewer" of the ecosystem, backwards to view how it existed in the past, or forwards to how it will exist in the future, we need to understand what everything meant/will mean at that time and understand it first as it was/will be, and then attempt (for sometimes it is not possible) to bring it into the context of now.

In terms of these forces (and there are others), each part of the ecosystem has a set of rules and intentions that they each obey. These are affected by the various stimuli and so the intentions of the data and the actors can adjust the nature, form, meaning and usefulness of your data from minute-to-minute, or from day-to-day, or over weeks, or months.

The challenges that harmonising the Information Value Chain must overcome:

Imagine with all of this going on that there is a lack of discipline in one area of the garden, or among one or more actor's within the garden. You will not achieve the harmony necessary to ensure a flourishing, fruitful and joyful garden.

Common sense says if you automate a bad process that destroys a tenth of all you process, that automation will still destroy 10%, but because the automation is faster, you will have a lot more volume of destroyed value afterwards.

Common sense also says that that is simply not an intelligent use of your resources.

Enter Artificial Intelligence.

If you cannot manage your garden, nor understand all the intricacies and rules then the data you give your Artificial Intelligence will cause it to destroy your garden for you.

Get your garden in order first, understand it, become one with it so that you understand how your data behaves, in the seasons and across the seasons.

Most importantly, become the role model you want your Artificial Intelligence to emulate.

Journal the thoughts you have, how you think and what you watch for. Then teach your AI how to get right what you are getting right. Only when you can see that it understands and knows how to work with your garden without breaking it down, without throwing it out of balance, and very importantly, without making you of no value. Never forget that you are still a part of the garden. Your Artificial Intelligence is going to have to do something with you, so make sure you already have a job, preferably one that it cannot emulate, or replace you with.

Singularity by definition is where AI is in full control. If you control the data that describes and gives you control of the garden that the AI has to work in, well and good. You have "Managed Singularity", but if the AI believes you cannot manage the data, it will take this job from you too, redefine you as an unwanted beetle in the garden and remove you from it.

Find people who think like gardeners to help you manage your data.

I know not everyone gets analogies, but the truth is Data Management and Gardening are very, very similar. If you do not understand what this article is referring to then find someone who can teach you about gardening.

I suppose we were originally created as gardeners, we just have a more ethereal garden to work with now.

Perhaps some time I will be able to make this come more alive with practical examples. I would also love it if you would put your practical examples in the comments section, and share this article with any interested in understanding how to use the MDDMF 4.0

The Multi Dimensional Thinkers Forum is not a competitor to those out there already, as it really is only an insights page - A sort of how do I use what I am finding on my current Framework or Data Management Forum's site. It has no blog yet, etc.

Please click "Like" if this was helpful.

Kind regards

William Evans