


[Search](#) - [Finance Home](#) - [Yahoo!](#) - [Help](#)

 Welcome [\[Sign In\]](#)

 To track stocks & more, [Register](#)

## Financial News

 Enter symbol(s)    [Symbol Lookup](#)


### Press Release

Source: Acxiom Corporation

# Acxiom and MIT to Conduct Research On Data Quality for Customer Information Systems

Thursday March 11, 2:59 pm ET

CAMBRIDGE, Mass. & LITTLE ROCK, Ark.--(BUSINESS WIRE)--March 11, 2004--Acxiom Corporation (Nasdaq:[ACXM](#) - [News](#)) and the Massachusetts Institute of Technology announced today that they will collaborate on a research project focusing on customer-centric information quality management. Dr. Richard Wang, director of the MIT Information Quality Program (MITIQ), and Dr. John R. Talburt, director of the Acxiom Laboratory for Applied Research, will lead the effort. The team will explore data quality issues related to customer-centric information architectures, particularly knowledge-driven customer recognition systems used in Customer Relationship Management (CRM) applications.

"I see this collaboration with the MITIQ program as a means to further develop Acxiom's enterprise-wide focus on data quality and to bring together a working group of other companies interested in this same area of research," said Zachary Wilhoit, Acxiom Leader for Data Content.

The MITIQ program, based at MIT's Center for Technology, Policy, and Industrial Development in Cambridge, Mass., equips professionals with the understanding and means they need to significantly improve their organization's information and to use that information as a strategic tool.

### About Acxiom

Acxiom Corporation (Nasdaq:[ACXM](#) - [News](#)) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with locations throughout the United States and Europe, and in Australia and Japan. For more information, visit [www.acxiom.com](http://www.acxiom.com).

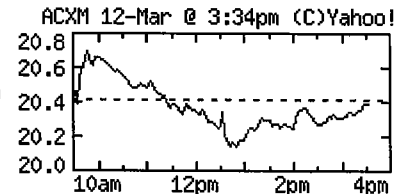
### Contact:

Acxiom Corporation, Little Rock  
Jonathan Portis, 501-252-6284  
GACXM

Source: Acxiom Corporation

[Email this story](#) - [Set a News Alert](#)

### Related Quote



[ACXM](#) 20.40 -0.02 [News](#)

[View Detailed Quote](#)

Delayed 20 mins

Quote data provided by Reuters

### Related News Stories

- [CORRECTING and REPLACING Vendesco Selects Acxiom to Optimize Cross-Marketing Programs](#) - Business Wire (Tue Mar 9)
- [Acxiom upgraded by William Blair](#) - Briefing.com (Tue Mar 2)
- [Acxiom to buy Consodata from Seat Pagine Gialle for \\$37.5 million](#) - Associated Press (Mon Mar 1)
- [Acxiom Buys Consodata From Seat Pagine Gialle For \\$37.5M](#) - Dow Jones Business News (Mon Mar 1)

[More...](#)

- By industry: [Computers](#), [Education](#), [Internet](#), [Networking](#), [Publishing](#), [Telecom](#)

### Top Stories

- [Techs Power Stocks Higher](#) - Reuters (3:08 pm)
- [MCI Reduces Earnings by \\$74.4 Billion](#) - Reuters (3:02 pm)
- [Trade Gap Shrinks, Consumers Cautious](#) - Reuters (3:37 pm)
- [Owners of Loews Theater Chain Mull a Sale](#) - Reuters (2:59 pm)

[More...](#)

- [Most-emailed articles](#)

- [Most-viewed articles](#)