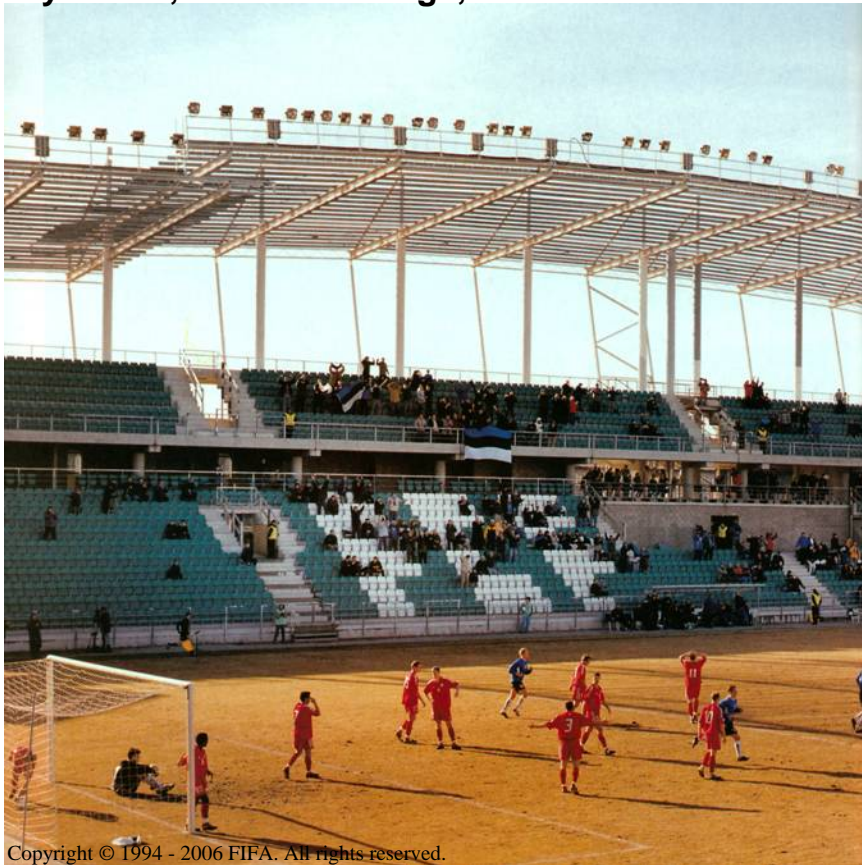


how to create an **INFORMATION QUALITY MANAGEMENT COUNCIL**

linda kresl, enterprise data architecture, NIKE
MIT IQ Industry Forum
July 18- 19, 2007 Cambridge, MA



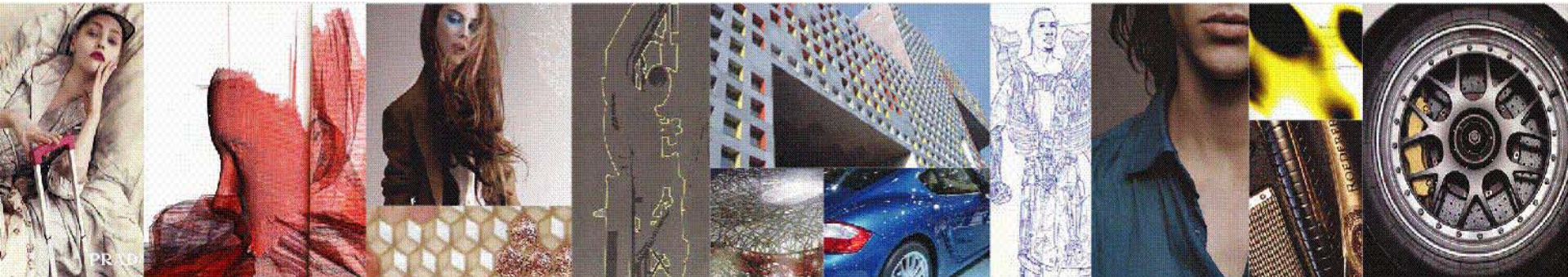
OBJECTIVES OF THIS MESSAGE

- what is an information quality management council?
- how to select the right council people
- how to train/develop stewards to develop required deliverables
- how to monitor/measure success



RECENT STUDIES SHOW....

- poor data quality costs the typical company at least ten percent (10%) of revenue; twenty percent (20%) is probably a better estimate. (Tom Redman, IAIDQ Co-Founder)
- estimates in the United States, \$611 billion a year is lost as a result of poor customer data (name and address data). (Data Warehouse Institute)
- most data quality issues are hidden in day-to-day work. Most people and organizations conclude that poor data quality is just a fact of life.





ONE

VALUE OF DATA

- most important asset at your company has value when delivered quickly, and properly formatted
- concise, accurate, & UNDERSTOOD
- business partnership & active participation are critical
- role of the data steward has grown

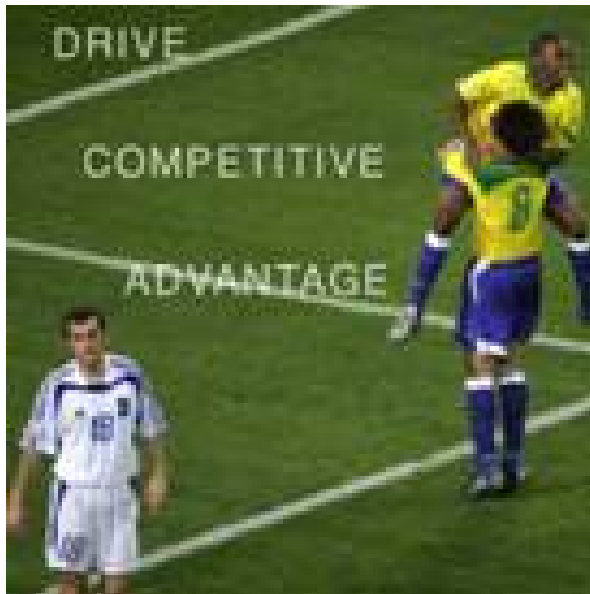


AN INFORMATION QUALITY MANAGEMENT COUNCIL IS....

a collection of people who develop the practice of ensuring data & metadata meet:

- quality,
- accuracy,
- format specifications,

and that it is properly defined & understood (standardized) across the Enterprise.

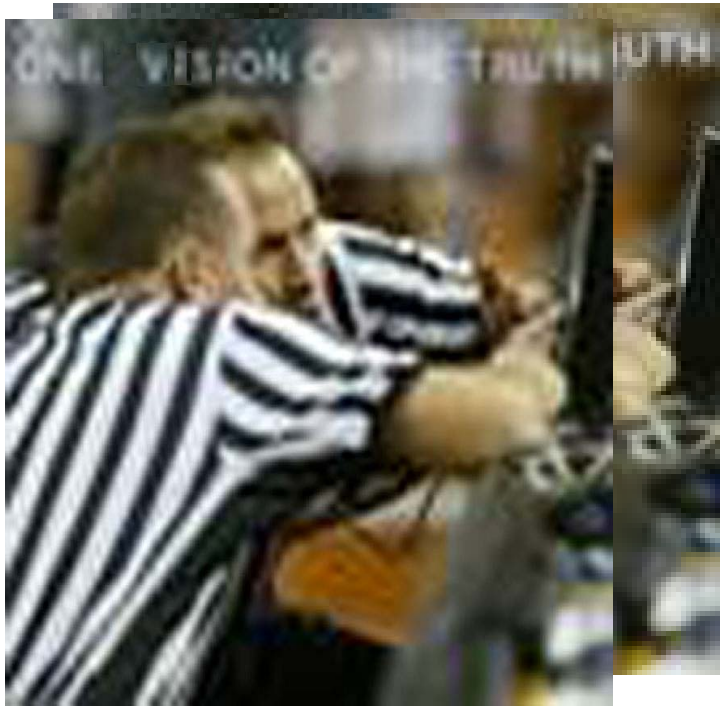


*People working together as a global enterprise for
Information Quality Leadership*

WHAT IQM IS... AND IS NOT....

<ul style="list-style-type: none">• It is data sharing.	<ul style="list-style-type: none">• It is not ownership.
<ul style="list-style-type: none">• It is single source, single data definitions.	<ul style="list-style-type: none">• It is not duplicating data unnecessarily.
<ul style="list-style-type: none">• Curing the root cause of data or database problems.	<ul style="list-style-type: none">• It is not treating the symptoms.
<ul style="list-style-type: none">• Business and Technical data stewards define “best practices” for data quality, integrity & integration.	<ul style="list-style-type: none">• It is not replicating data sources.
<ul style="list-style-type: none">• Information Quality Driven	<ul style="list-style-type: none">• It is not changing data to fit the system, versus business policy.

BUSINESS INFORMATION QUALITY



measurement of:

- the degree to which processed & stored information meets the information requirements.
- the ability of information resources to meet all the needs of all its consumers.

IQM OBJECTIVE PROVIDING HIGH QUALITY INFORMATION

- getting the highest quality info
- to the correct people
- in the most expedient time



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IQM MISSION

- to enhance, facilitate, & govern the use of information as a corporate asset through the definition & enforcement of data standards. To enable collaboration & champion DATA QUALITY.



THE VISION

- sustainable success of any company is dependent upon reliable high quality information
- business information must be recognized as a:
 - critical corporate resource & managed accordingly



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information awareness

THE CULTURE

- road to success requires a cultural environment that is committed to the effective total management of information.



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information quality
management

WHAT IS A DATA STEWARD?

Person(s) responsible for:

- enterprise definition/content
- quality of a specific data subject
- communicating common definitions
- contributing to change
- being team players



Teamwork

The best solutions come from working together with business and IT.

Effective teamwork requires Relationships, Respect and Sharing.

Excellence

Delivering what is promised and add value beyond what is expected.

Achieve excellence through Quality innovation, Learning, and Agility.

Leadership

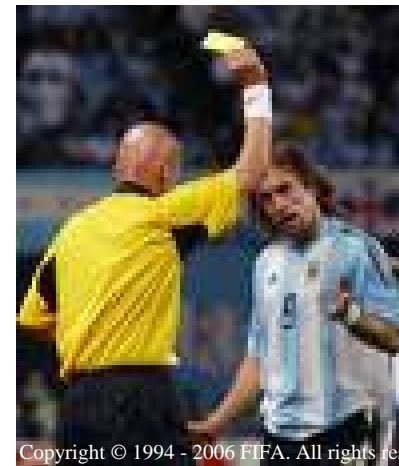
Leading with customers, leading with vendors and thought leadership.

Leadership demands Courage, Vision and Integrity.

Source: PriceWaterhouseCoopers, Developing Leaders

DATA STEWARD TYPES

- executive sponsor
- chief steward
- biz steward
- technical steward



BUSINESS DATA STEWARDS

- information definition
- information quality assessment
- information improvement
- information change mgt



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TECHNICAL DATA STEWARDS

- developer of the application
- keeps data up-to-date
- facilitates biz decisions
- understands physical characteristics of data



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FUNDAMENTALS

- acts as conduit between IT & business
- aligns the IT systems w/ biz requirements
- part of their job description, not a position
- determine data definitions, rules and quality metrics
- time commitment varies depending on data maturity & data management activities



RESPONSIBILITIES

- data cleansing
- resolves data integration issues
- serves as quality control for the subject area
- collects feedback & enhancement for subject area
- data change management



SELECTING THE RIGHT PEOPLE

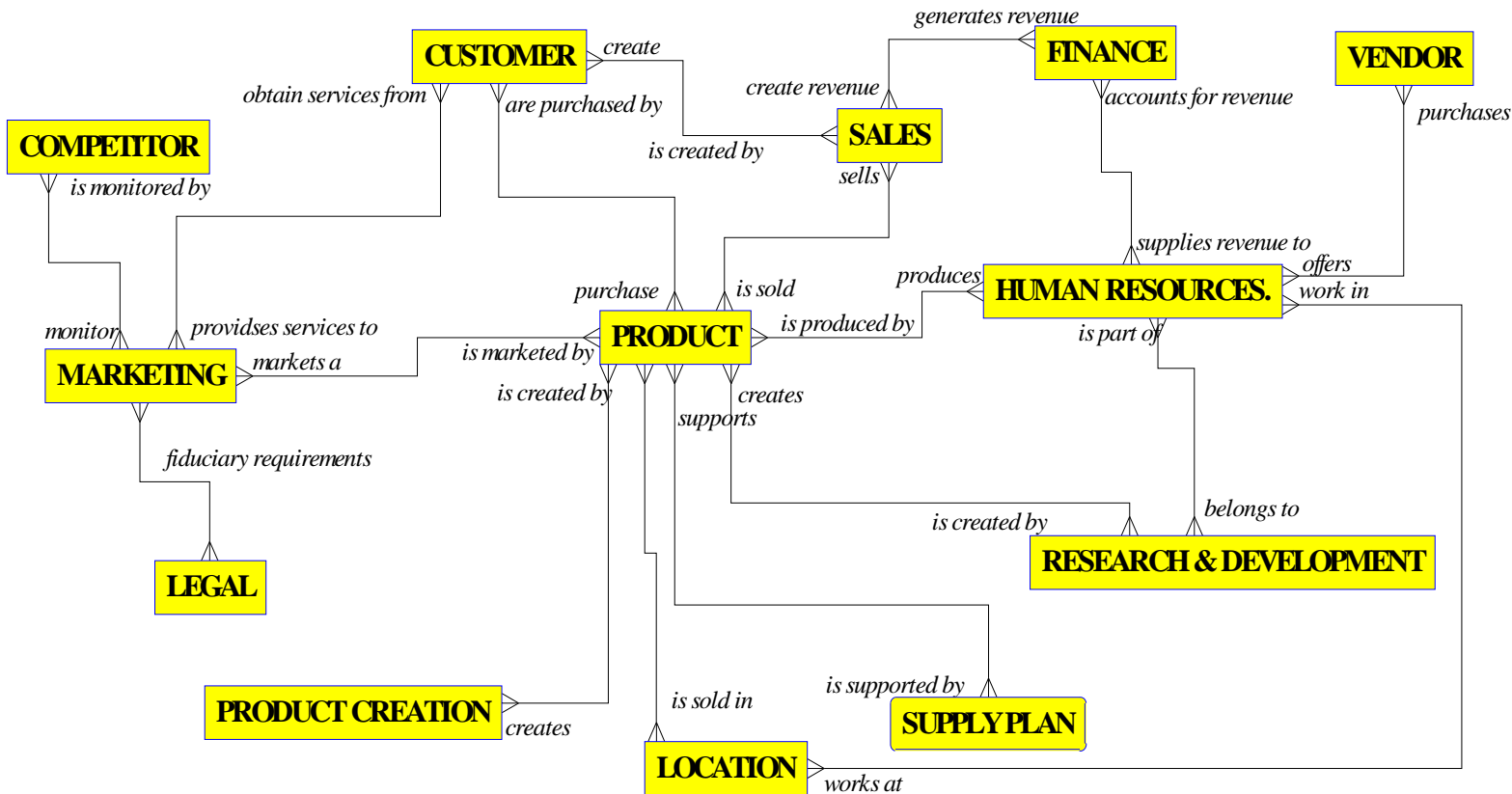


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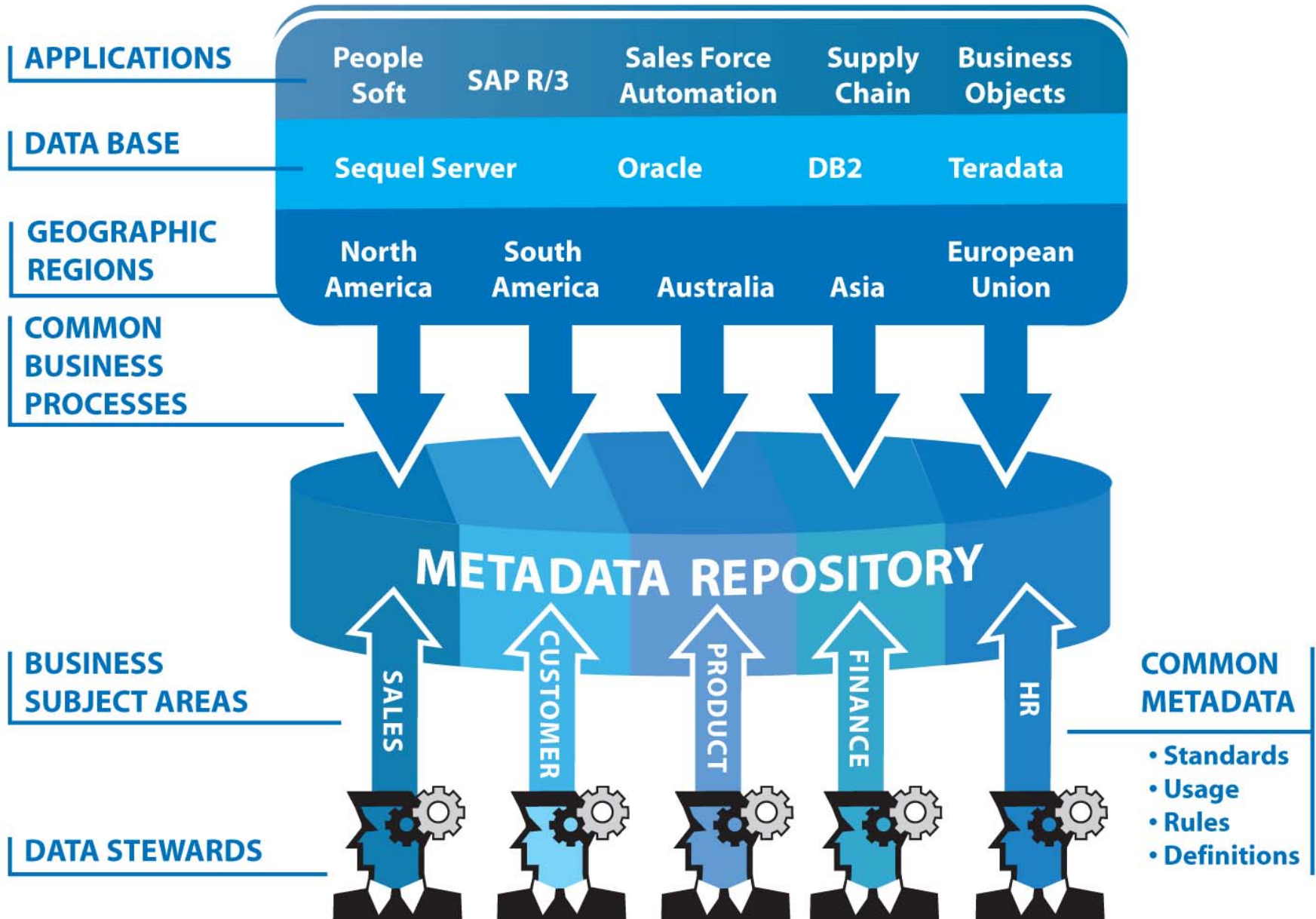
- every company has data stewards... they may not have the official designation but they exist
- existing employees with knowledge... they aren't hired into the role
- subject matter experts in their business area
- possess highly effective habits
- easy to work with
- influential
- organized and see patterns in the data
- customer service oriented

DESIGNATE BY SUBJECT AREA

- identify people and data by subject area
- identify the business/technical roles
- disseminate this information throughout the organization

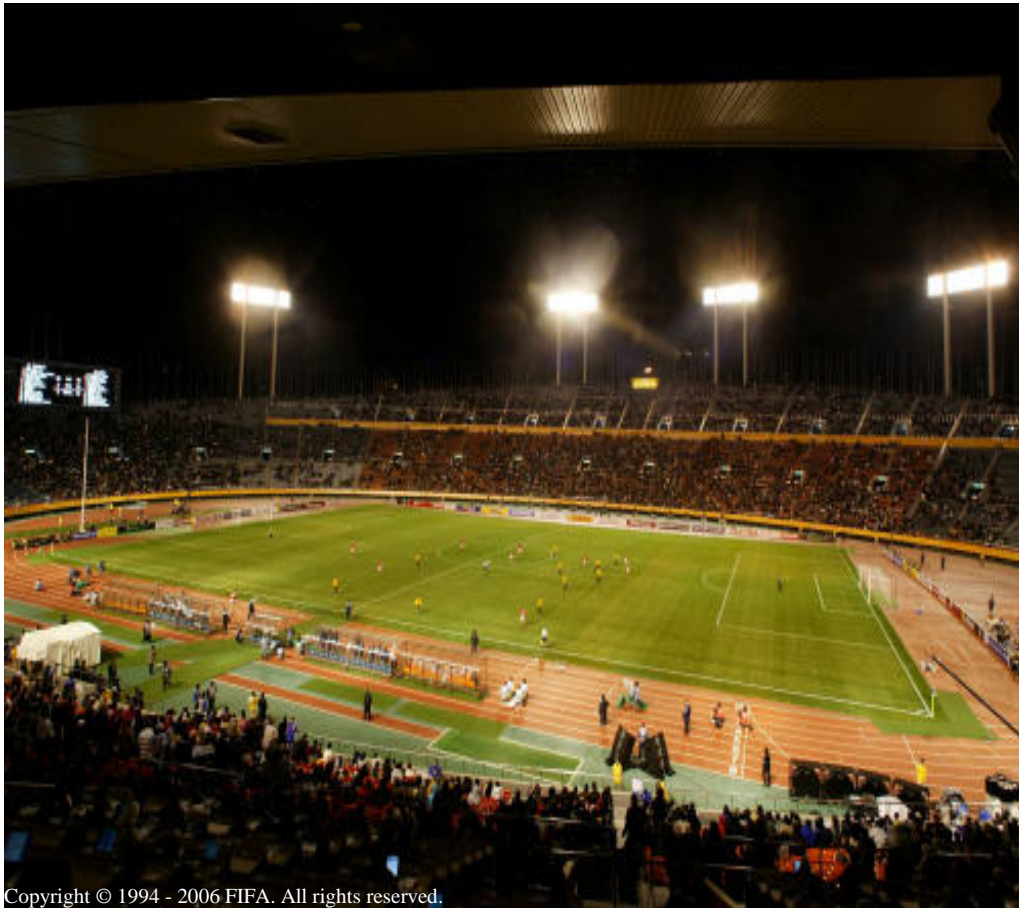


CROSSES BOUNDARIES



THE PLAN

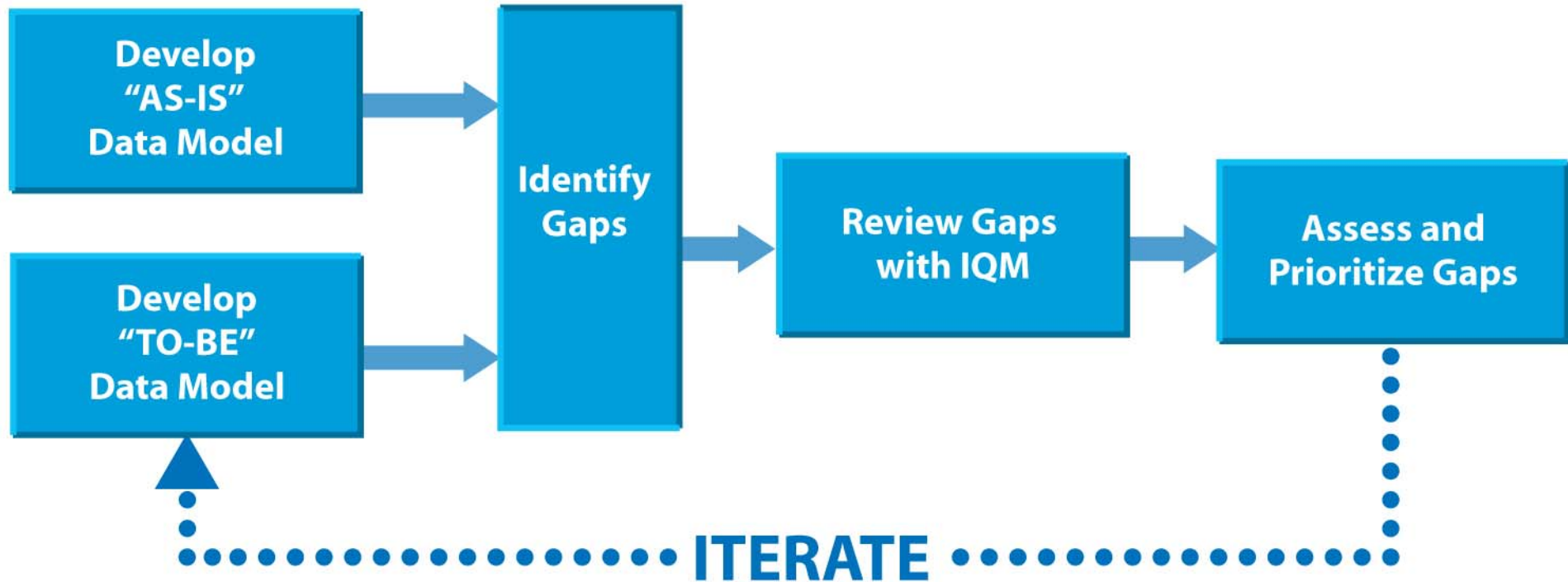
- road to success requires a blueprint of all business information requirements
- to ensure the success of the enterprise



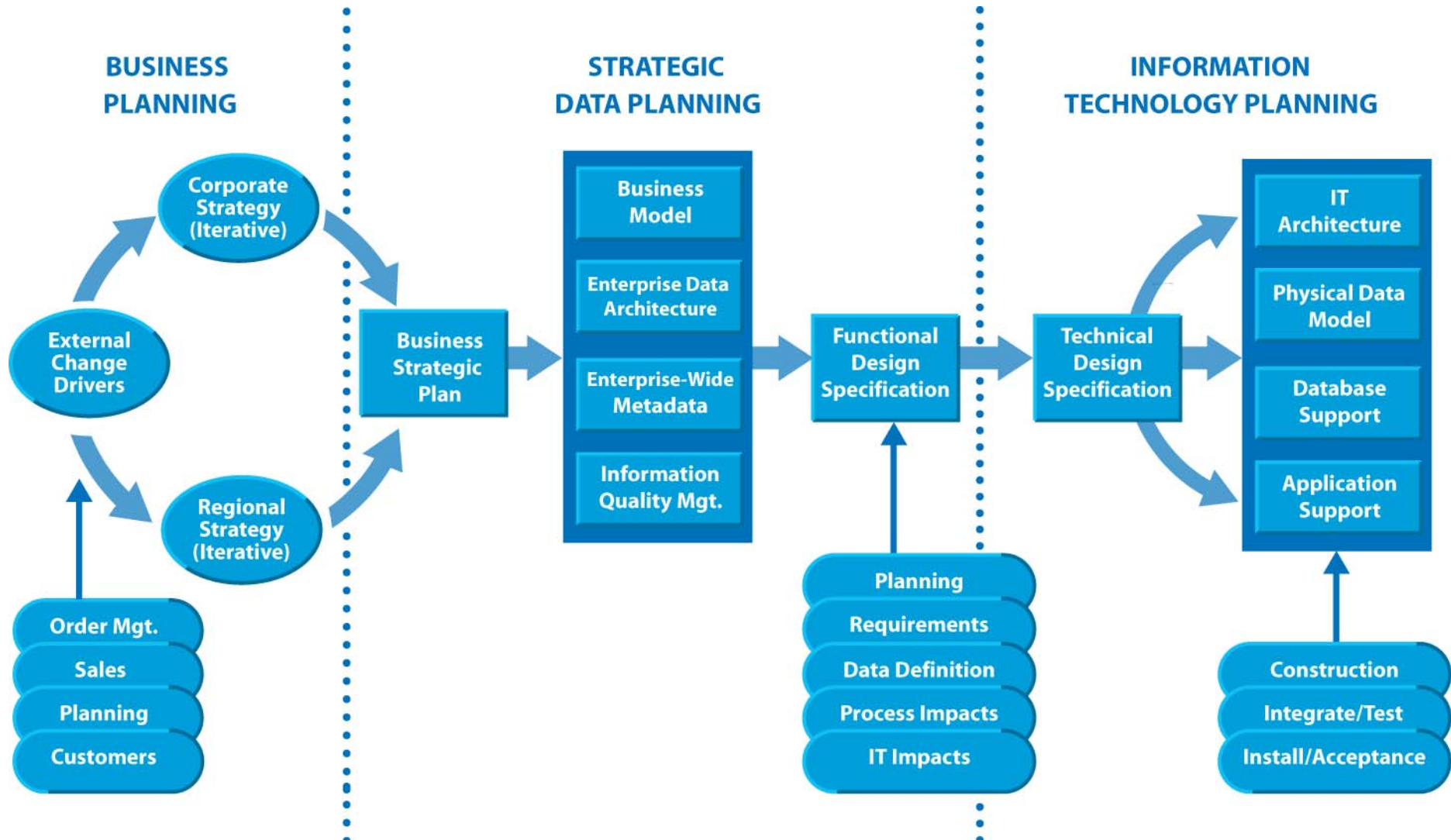
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data architecture

FRAMEWORK FOR USING “TO-BE” & “AS-IS”



IQM & ENTERPRISE DATA ARCHITECTURE

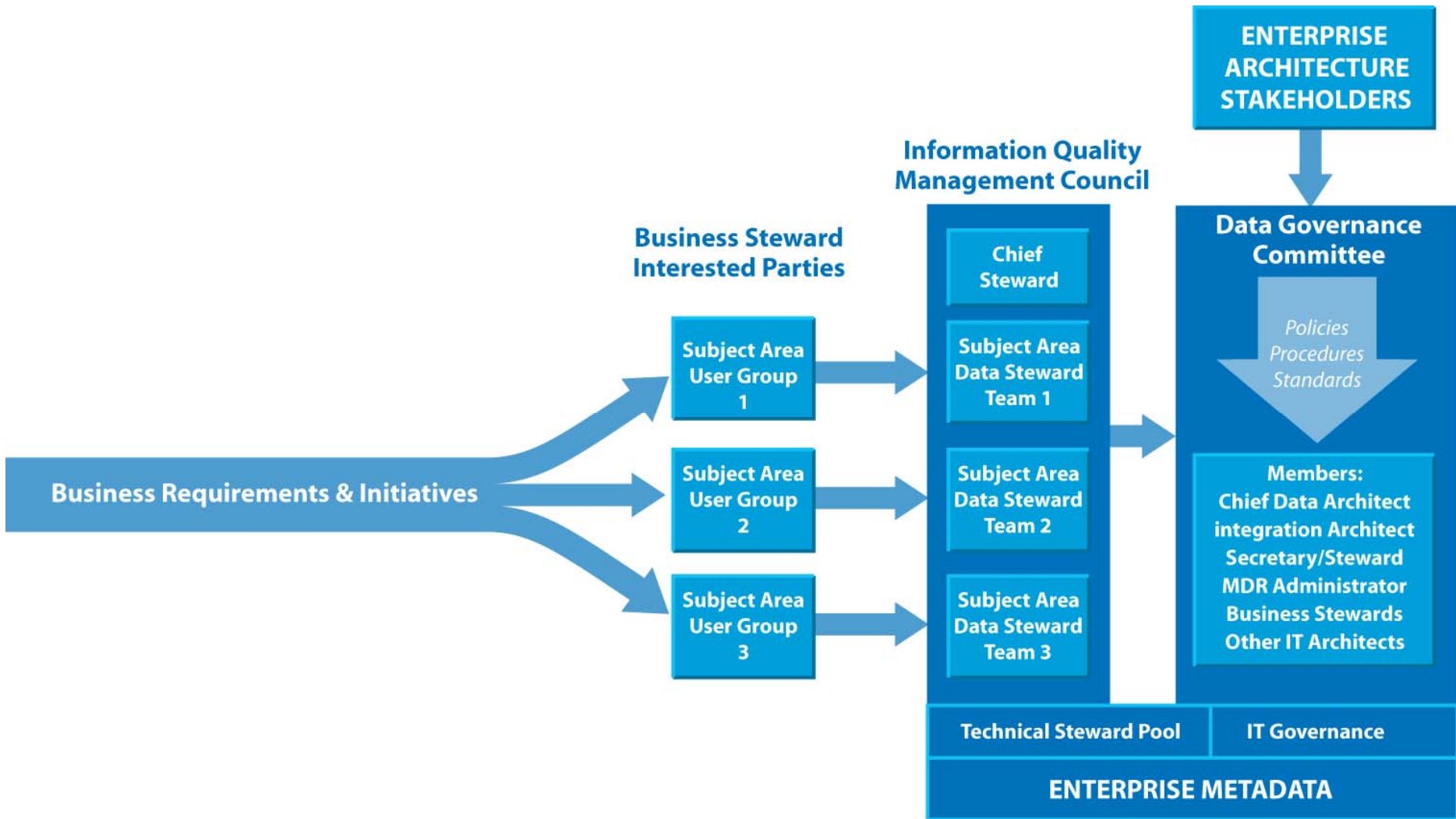


ORGANIZATION

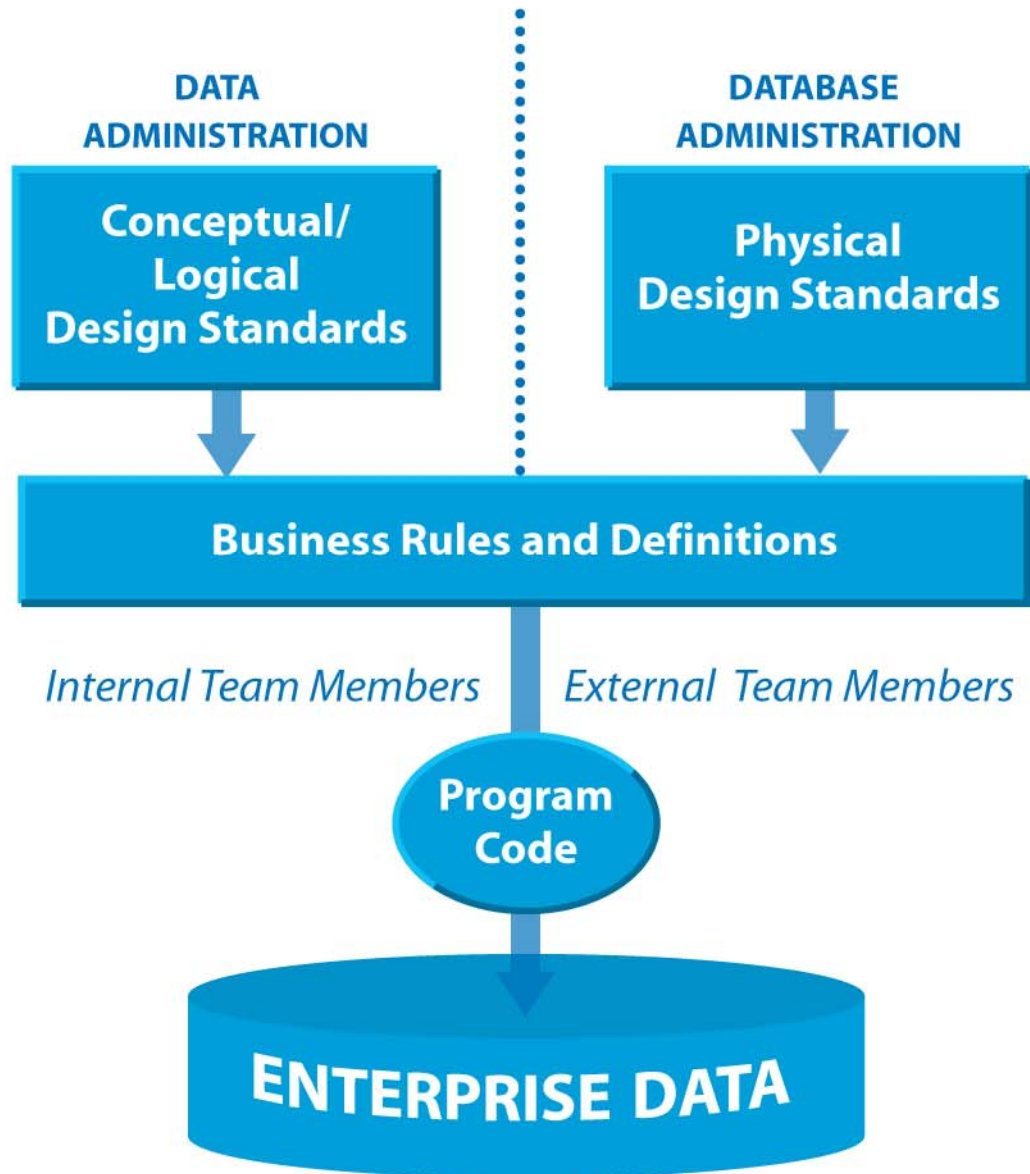
- role is mission critical
- biz data stewards report to the biz, technical data stewards report to IT
- MUST have 'band width' to allocate to the role
- form the council
- develop the mission & goals
- identify the deliverables to work on first
- greatest obstacle is organizational behavior



STEWARDSHIP PROJECT ROLES



CONTRIBUTION TO PROJECTS



IQM DELIVERABLES

project charter

mission statement & goals

delegation of authority/issues log

list of stewards by subject

policies on data definition

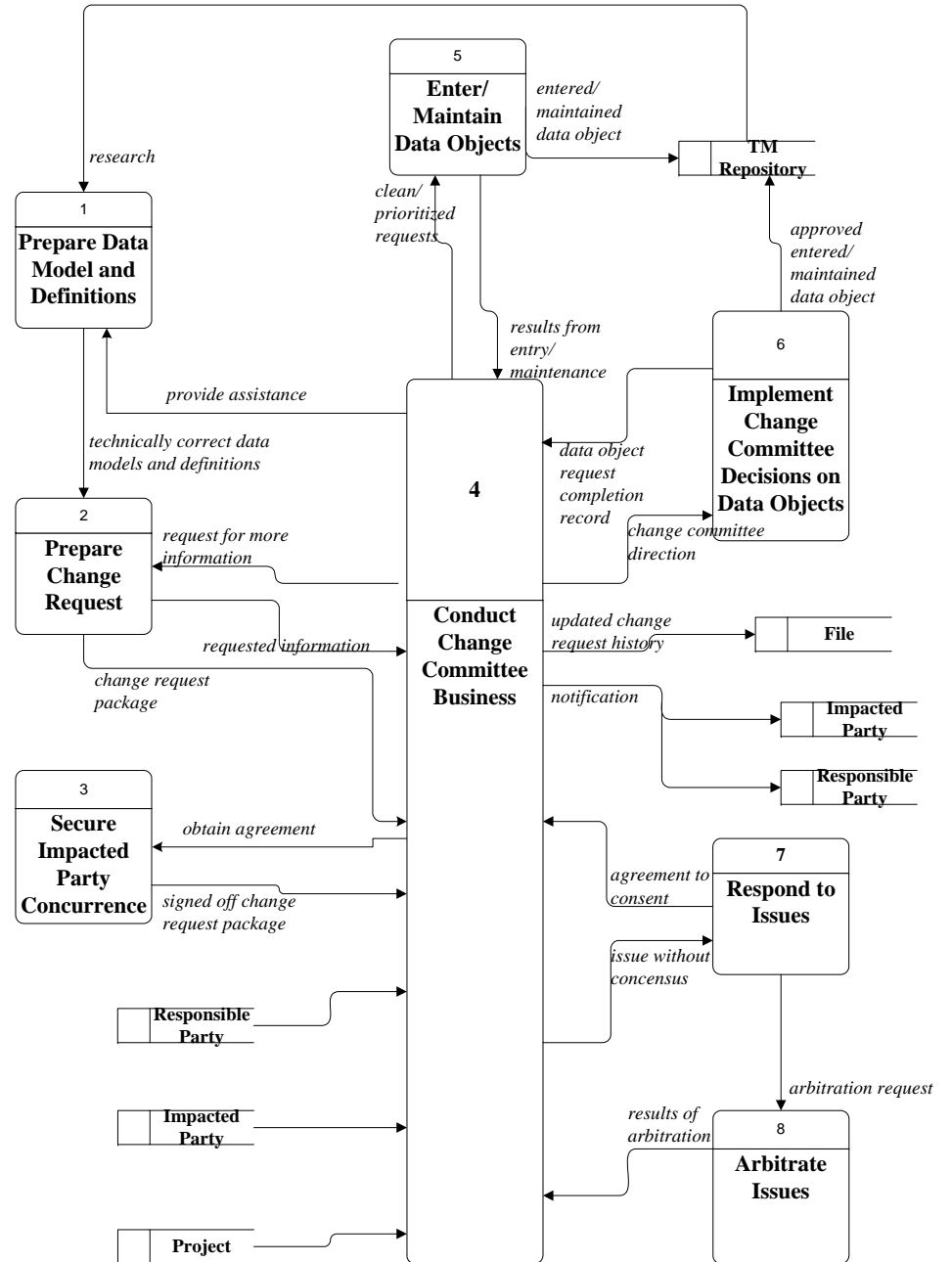
AS-IS & TO-BE data models

data change control procedures



SAMPLE DELIVERABLE

Change Committee Process Diagram



METHODS FOR COLLABORATION



Technical

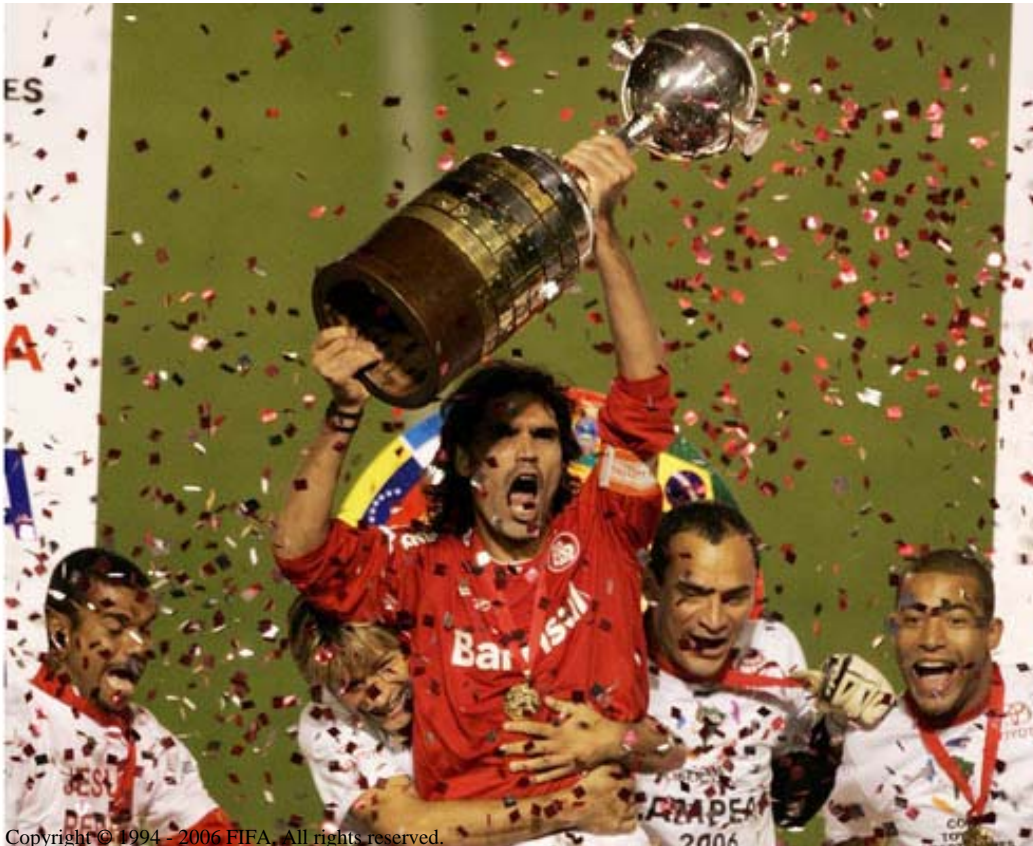
- service-oriented architecture
 - a design approach to standardize functions, or services so that numerous dissimilar applications & technologies can share them
 - inside & outside a company
- enterprise metadata repository
- conceptual & logical data models
- CRUD matrix

People

- let's do lunch
- training
 - 7 habits of highly effective people
 - influencing skill building
 - effective group facilitation
 - selling

MEASURES OF QUALITY DATA

- reuse of data definitions
- validity of values, make sure that all domains are explicitly defined.
- timeliness
- accuracy
- reliability



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MONITORING

- audit reports
- dw load reports
- information quality software
- daily exception reports
- quality inspection processes
- better data is better biz



IT'S ALL ABOUT THE PEOPLE

It is not a single product model, nor a single manager, nor one ad, nor a single celebrity, not even a single innovation that is the key to Nike. It is the people of Nike, and their unique and creative way of working together.

— PHIL

how to create an INFORMATION QUALITY MANAGEMENT COUNCIL

QUESTIONS

