

# Session 4A: Success Stories and Lessons Learned

Moderator: Surya Yadav, Texas Tech University

Presenters:

1. Peter Kaomea & Tandum Lett, Sullivan & Cromwell
2. Jarl S. Magnusson, Det Norske Veritas USA Inc.
3. Carol Chapman, Anico

# Moderator's Bio

Surya B Yadav is the James & Elizabeth Sowell Professor of Telecom Technology in Rawls College of Business at Texas Tech University. He received his Bachelors of Science degree in electrical engineering from Banaras University in 1972, the M.Tech. degree in Computer Science from the Indian Institute of Technology, Kanpur, India in 1974 and the Ph.D. degree in business information systems from Georgia State University, Atlanta, Georgia in 1981.

He has published in several journals including Communications of the ACM, IEEE transactions on Software Engineering, IEEE Transactions on Systems, Man, and Cybernetics, Journal of Management Information Systems, and Decision Support Systems. His research areas include information quality, intelligent information retrieval systems, and system security.

# Session 4A Summary

- Peter and Tandum look at Availability, Relevance, and Accuracy of data within a CRM context. The Relevance dimension of data quality requires a trade-off between securing and making data available when the same data is used in multiple ways.
- Jarl discusses some common information quality problems and how some companies have addressed them. According to Jarl, well managed and quality information resources can be very valuable to companies.