

Storytelling as a Management Tool: IQ when Profit Is Not the Bottom-Line

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Executive Summary

Poor information and data quality cost organizations in lost sales and revenue due to scrap and rework and contributes to ineffective decision-making by senior management. In a governmental non-profit environment such as the Naval Inventory Control Point (NAVICP), the data resident within the operational databases and systems is the precious commodity that connects the organization with its customers. Data integrity is essential to the NAVICP's credibility as the Navy's logistics leader in supply chain operations for all sea, land and aircraft military services. In addition, the greatest constraint of the newly acquired Enterprise Resource Planning (ERP) management platform is the interoperability of the data.

The Data Integrity Management Center (DIMC) is the NAVICP's solution to ensuring optimum information effectiveness from Legacy systems data through migration and into ERP. Serving as the flagship model for data integrity among four major ERP implementations, the DIMC's information-centric root cause analysis methodology is strongly supported by academic and industry research and practices, respectively. The DIMC consists of three major components: Unit 1, Database Integrity and Policy (DBIP); Unit 2, Research, Development, Analysis and Validation (RDAV); and Unit 3, Data Accuracy Review Training (DART). The goals of the DIMC are multi-faceted and evolve to create an environment of effective decision-making.