



The MIT 2007 Information Quality Industry Symposium



Cambridge, Massachusetts, USA

**Proceedings of the MIT
2007 Information
Quality Industry
Symposium**

Edited by

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FOREWORD

WELCOME to the *MIT 2007 Industry Symposium on Information Quality*. *Information Quality* (IQ) is an acknowledged prerequisite to organizational success. However, organizations also face the challenge of balancing quality requirements including an increasing volume of information and the demand for faster delivery, while contending with constantly changing business environments. The *Symposium* is designed to help bridge these issues through discussions among practitioners, vendors, and academicians. In addition to presentations and workshops, the Symposium includes vendor presentations, product announcements, and consultancy methods that complement the *International Conference on Information Quality* (ICIQ) held annually at MIT.

Acknowledgments are extended to all Symposium participants. We thank you for your contribution in establishing IQ as a multi-disciplinary field and industry. Members of the Symposium program committee worked hard; their contributions made our work on the program a pleasure.

Symposium Program Committee

Suzanne Acar, U.S. Department of the Interior	Manny Aparicio, Saffron Technology, Inc.
Dave Becker, MITRE Corporation	Joanne Branscum, Acxiom Corporation
Donald Carlson, Bank of America	Joe Cassell, EDS
Woo Young Chung, St. John Fisher College	Olivier Coppet, A.I.D., France
Burton Cutting, Royal Bank of Canada	Bruce Davidson, Cedars-Sinai Health System
Stan Dobbs, U.S. Navy	Susan Eckenberger, Informatica
Jim Funk, Beyond Accuracy	Marcus Gebauer, WestLB AG
Earl Hadden, Intelligent Commerce Network	Richard Hansen, Defense Logistic Information Service
Kuan-Tsae Huang, National Institute of Health	Peter Kaomea, Sullivan & Cromwell
Robert Klein, BackOffice Associates, Inc.	Andy Koronois, University of South Australia
Linda Kresl, Nike Inc.	Millie Kwan, MIT Information Quality Program
Brigitte Laboisse, A.I.D., France	Yang Lee, Northeastern University
Jens Lüsse, EIDIQ, Germany	Stuart Madnick, MIT Sloan School
Jarl Magnusson, Det Norske Veritas USA	Michael Mielke, German Rail, Germany
Willa Pickering, Lockheed Martin	Liz Pierce, U. of Arkansas at Little Rock
Anton Ranases, Oklahoma State	Laura Sebastian-Coleman, UHG/Ingenix
Arie Segev, University of California, Berkeley	Skip Slone, Lockheed Martin
Harald Smith, IBM	Vadim Tantsyura, Regeneron Pharmaceuticals
John Walsh, DQS Global	Surya Yadav, Texas Tech University
Hongwei (Harry) Zhu, Old Dominion University	

We also wish to thank Acxiom Corporation and Lockheed Martin Corporation for their continuing sponsorship of the MIT IQ Consortium, Citizant Inc. (formerly Cairo) for their continuous support to MIT IQ Program's events, and FAST Search and Transfer for sponsoring the Symposium reception. Thanks are also due to DAMA, EWSolutions, and DMForum for their support in promoting the Symposium.

We would like to express our gratitude to John Garner, Fori Wang, Li-Hsin Chang, and Data Blueprint staff for their assistance in producing the Symposium proceedings, keeping the website up to the minute, and managing the various aspects of the Symposium operation. The final Symposium program and other information about the Symposium are available at <http://mitiq.mit.edu/>.

Symposium Executive Committee

Program Co-Chair	Peter Aiken , VCU & Data Blueprint
Program Co-Chair	John Talburt , University of Arkansas at Little Rock (UALR)
Program Co-Chair	Richard Wang , Massachusetts Institute of Technology
Vendor Exhibit Chair	Lisa Flint Dodson , SAS/DataFlux
Proceedings Chair	John Garner , Acxiom Corporation
Placement Chair	Alba Alemán , Citizant, Inc.
Publicity Chair	Anne Marie Smith , EWSolutions
Tutorial Chair	Shannon Garner , Acxiom Corporation

The MIT IQ Industry Symposium Program

WEDNESDAY, July 18

4-6 PM	OFFICIAL PROGRAM STARTS Registration, Reception and informal discussion	MIT Faculty Club
6-9 PM	PRIVATE SOCIAL NETWORKING Participants-organized events for business opportunities	

THURSDAY, July 19

8 - 8:40 AM	REGISTRATION AND CONTINENTAL BREAKFAST	E51-345
8:40 - 9 AM	CHAIRS' WELCOME AND OPENING REMARKS Peter Aiken, John Talburt, Richard Wang	E51-345
9 - 10:30 AM	Session 1A: Health Care Industry Moderator: Earl Hadden, Intelligence Commerce Network 1. Bruce Davidson, CSHS 2. Laura Sebastian-Coleman, UHG/Ingenix 3. Paul Lisella, UHG/Ingenix	E51-345
9 - 10:30 AM	Session 1B: Federal Data Architecture Moderator: Skip Slone, Lockheed Martin 1. Adel Harris, Citizant, Inc 2. Mark Amspoker, Citizant, Inc 3. Burton Cutting, Royal Bank of Canada	E51-372
9 - 10:30 AM	Session 1C: IQ Governance Moderator: Peter Aiken, Data Blueprint/VCU 1. "Compliance", Donald Carlson, Bank of America 2. "IQ Council", Linda Kresl, Nike, Inc. 3. "IQ Strategy" Liz Pierce, U. of Arkansas at Little Rock	E51-376
9 - 10:30 AM	Session 1D: Tutorial Deming's 14 Points Applied to IQ Larry English, Information Impact International	E51-361
9 - 10:30 AM	Session 1E: Product Demonstration Moderator: Lisa Dodson, Vendor Exhibit Chair 1. Pat Herbert, SAS/DataFlux 2. Manny Aparicio, Saffron Technology, Inc	E51-385
9 - 10:30 AM	Session 1F: Why IQ Matters: A Case for Change Moderator: Jane Griffin, Deloitte Consulting 1. Sheri Fedokovitz, Deloitte & Touche, Partner, Data Quality and Integrity 2. Dean Miller, Deloitte Consulting, Healthcare Provider Business Intelligence 3. Adam Schneider, Deloitte Consulting, Financial Services	E51-395
10:30 - 11 AM	Coffee Break	
11 - 12:30 PM	Session 2A: Pharmaceutical Industry Practice Moderator: Bruce Davidson, CSHS 1. Vadim Tantsyura, Regeneron Pharmaceuticals 2. Kuan-Tsae Huang, NLM/NIH & Taskco 3. Robert Klein, BackOffice Associates, Inc.	E51-345

11 – 12:30 PM	<p>Session 2B: Managing Information as a National Asset</p> <p>Moderator: Raymond Roberts, Citizant, Inc.</p> <ol style="list-style-type: none"> 1. Suzanne Acar, U.S. Department of the Interior 2. Adel Harris, Citizant, Inc 3. Michael Reed, EWSolutions 4. Willa Pickering, Lockheed Martin 	E51-372
11 – 12:30 PM	<p>Session 2C: Business Benefits of the IQ Program</p> <p>Moderator: Donald Carlson, Bank of America</p> <ol style="list-style-type: none"> 1. Steve Sarsfield, Trillium Software 2. Woo Young Chung, St. John Fisher College 3. Regina Rohe, bioMerieux 4. Angelo Basile, PE Group Consulting 	E51-376
11 – 12:30 PM	<p>Session 2D: Tutorial</p> <p>Anne Marie Smith, EWSolutions MetaData Strategy and Management</p>	E51-361
11 – 12:30 PM	<p>Session 2E: Product Demonstration</p> <p>Moderator: Lisa Dodson, Vendor Exhibit Chair</p> <ol style="list-style-type: none"> 1. Eric Nelson, Acxiom Corp – MIT DQSS. 2. Eric Nelson, Acxiom Corp – Acxiom’s DQM 3. Brigitte Laboisie & Olivier Coppet, A.I.D. 	E51-385
11 – 12:30 PM	<p>Session 2F: Job Placement Service</p> <p>Moderator: Alba Alemán, Citizant, Inc.</p> <ol style="list-style-type: none"> 1. http://jpp.citizant.com:8081 - Please register (free service) ASAP and prior to the Symposium you are recruiting or looking for a job in the information quality area 2. Contact wwinslow@Citizant.com and rwang@mit.edu if questions. 	E51-395
12:30-1:30 PM	CHINESE BUFFET LUNCH/AWARDS	E51-345
1:30 - 3:00 PM	<p>Session 3A: CRM Practice & Standards</p> <p>Moderator: Olivier Coppet, A.I.D., France</p> <ol style="list-style-type: none"> 1. Joanne Branscum & John Talburt, Acxiom Corp. 2. Brigitte Laboisie & Olivier Coppet, A.I.D., France 3. Chapin Flynn , D&B 4. Sue Stitt, HP 	E51-345
1:30 - 3:00 PM	<p>Session 3B: Federal Data Quality Process</p> <p>Moderator: Joe Cassel, EDS & Stan Dobbs, U.S. Navy</p> <ol style="list-style-type: none"> 1. Rich Hansen and Jocelyn Anderson, DLIS 2. Fred Nannarone, Dynamics Research Corp (USAF) 3. David Becker, MITRE 4. Peter Benson, ECCMA 	E51-372
1:30 - 3 PM	<p>Session 3C: German DGIQ and European EIDIQ Advances G</p> <p>Moderators & Speakers</p> <ol style="list-style-type: none"> 1. Marcus Gebauer, WestLB, Germany 2. Michael Mielke DB Training 3. Jens Lüsse, EIDIQ <ul style="list-style-type: none"> • IQ Audit, IQ Business Simulation • IQ Community, • Round Tables and Best Practise 	E51-376
1:30 - 3 PM	<p>Session 3D: Tutorial</p> <p>Earl Hadden, Intelligence Commerce Network Business Intelligence and Information Quality</p>	E51-361

1:30 - 3 PM	Session 3E Product Demonstration & Tutorial Moderator: Lisa Dodson, Vendor Exhibit Chair Harald Smith, IBM	E51-385
1:30 - 3 PM	Session 3F: FAST Search and Transfer Jeff Fried, FAST Search and Transfer 1. Applying search technology to data matching, consolidation, and cleansing 2. Linguistic data cleansing case studies 3. Demonstrations of linguistic data matching and cleansing	E51-395
3 – 3:30	Coffee Break	
3:30 – 5 PM	Session 4A: Success Stories & Lessons Learned Moderator: Surya Yadav, Texas Tech University 1. Peter Kaomea & Tandum Lett, Sullivan & Cromwell 2. Jarl S. Magnusson, Det Norske Veritas USA Inc. 3. Carol Chapman, Anico	E51-345
3:30 – 5 PM	Session 4B: Enterprise Data Management Moderator: David Becker, MITRE 1. Chuck Backus, Qbase 2. William McMullen, MITRE 3. Chris Michel, NCR/Teradata	E51-372
3:30 – 5 PM	Session 4C: IQ Degree Programs in the World Moderator: Andy Koronios, U. of South Australia & Harry Zhu, Old Dominion University 1. Andy Koronios, U. of South Australia - Paper 2. John Talburt, UALR, USA 3. Tereska Karran, U. of Westminister, UK 4. Tereska Karran, U. of Westminister, UK - Paper 5. Yang Lee, Northeastern University, USA 6. Craig Fisher, Marist College, USA 7. Craig Fisher, Marist College, USA - Notes 8. Markus Helfert, DCU, Ireland 9. Stuart Madnick, MIT, USA	E51-376
3:30 – 5 PM	Session 4D: Tutorial Beyond Tools and Processes: New Dimensions in DQ John Sells Mckeeon, Data Blueprint How SOA Enables Enterprise Data Quality John Walsh, DQS Global	E51-361
3:30 – 5 PM	Session 4E Product Demonstration Moderator: Lisa Dodson, Vendor Exhibit Chair 1. Susan Eckenberger, Informatica 2. Robert Klein, BackOffice Associates, Inc.	E51-385
5 – 5:30 PM	Closing Remarks: Where do we go from here? Peter Aiken, John Talburt, Richard Wang (Co-Chairs) All Participants, Feedback END OF SYMPOSIUM – THANK YOU!	E51-345



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9 - 10:30 AM

Session 1A: Health Care Industry

Moderator: Earl Hadden, Intelligence Commerce Network

1. Bruce Davidson, CSHS
2. Laura Sebastian-Coleman, UHG/Ingenix
3. Paul Lisella, UHG/Ingenix

E51-345