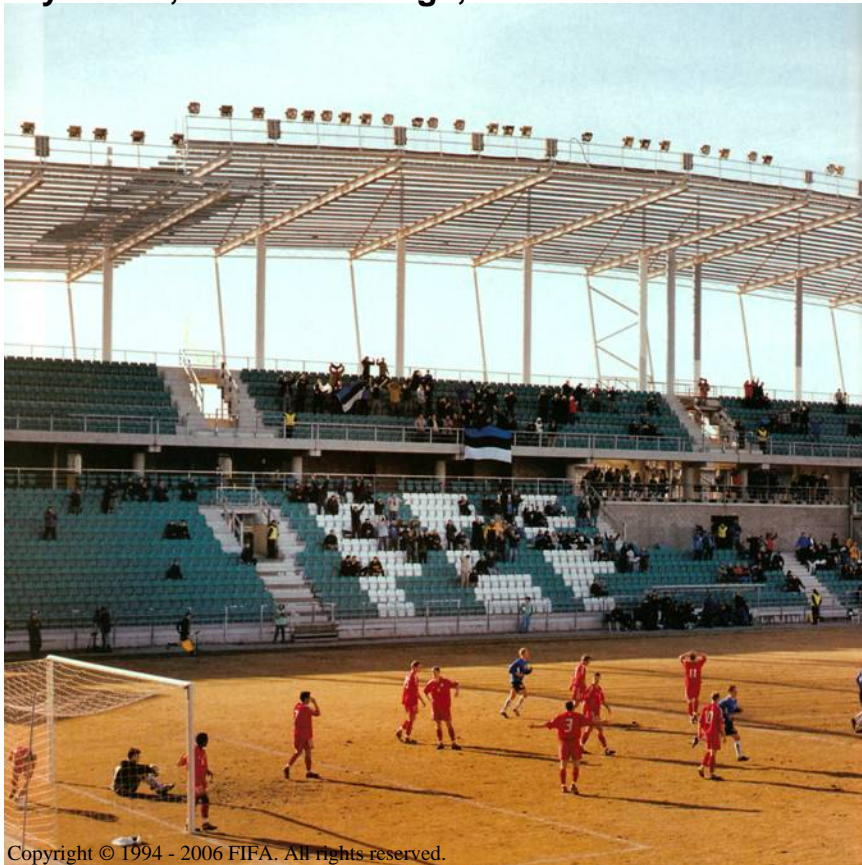


# how to create an **INFORMATION QUALITY MANAGEMENT COUNCIL**

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**MIT IQ Industry Forum**  
**July 18- 19, 2007 Cambridge, MA**



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## 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

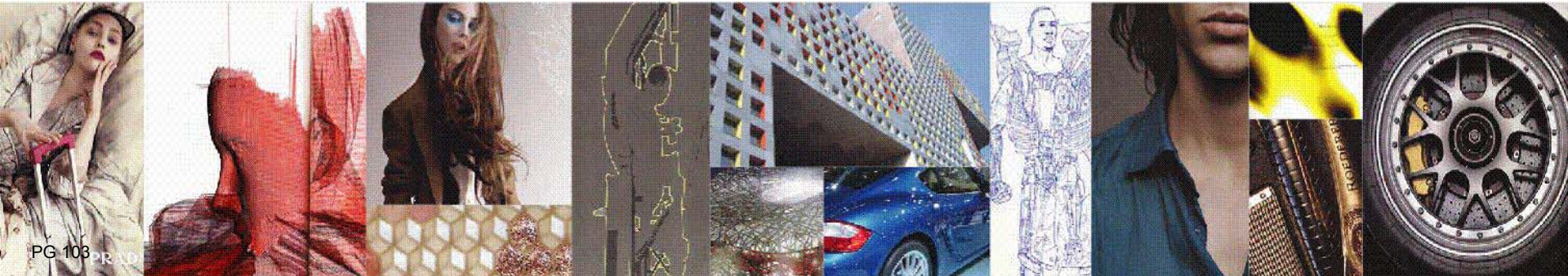


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# RECENT STUDIES SHOW....

- 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.





# 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



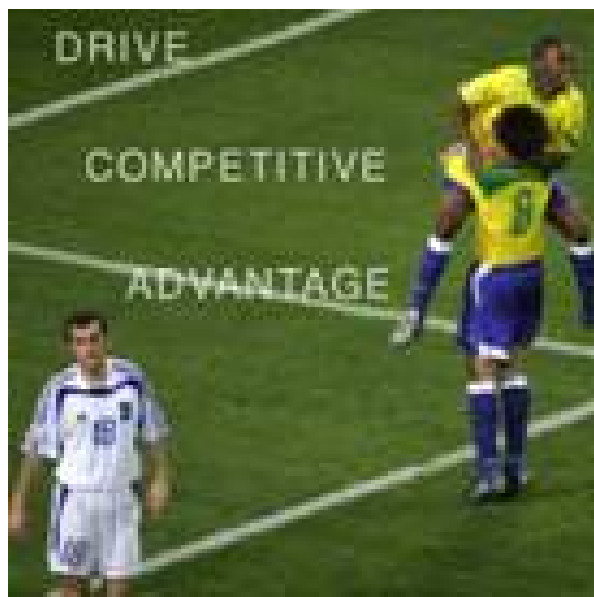
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## AN INFORMATION QUALITY MANAGEMENT COUNCIL IS....

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*

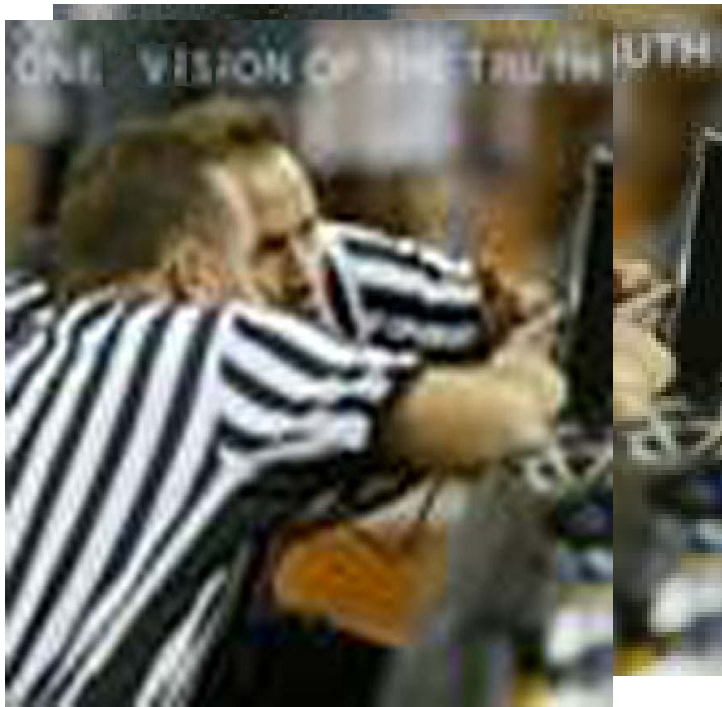
# WHAT IQM IS... AND IS NOT....

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

measurement of:

# BUSINESS INFORMATION QUALITY

- 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

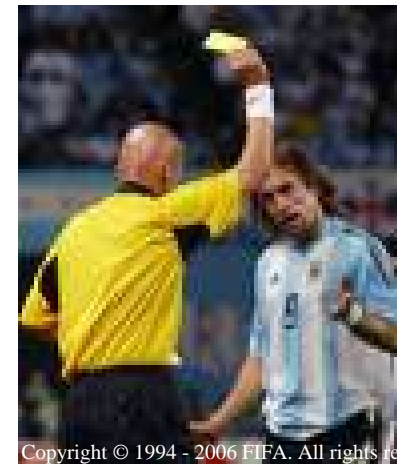


# DATA STEWARD TYPES

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



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# 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

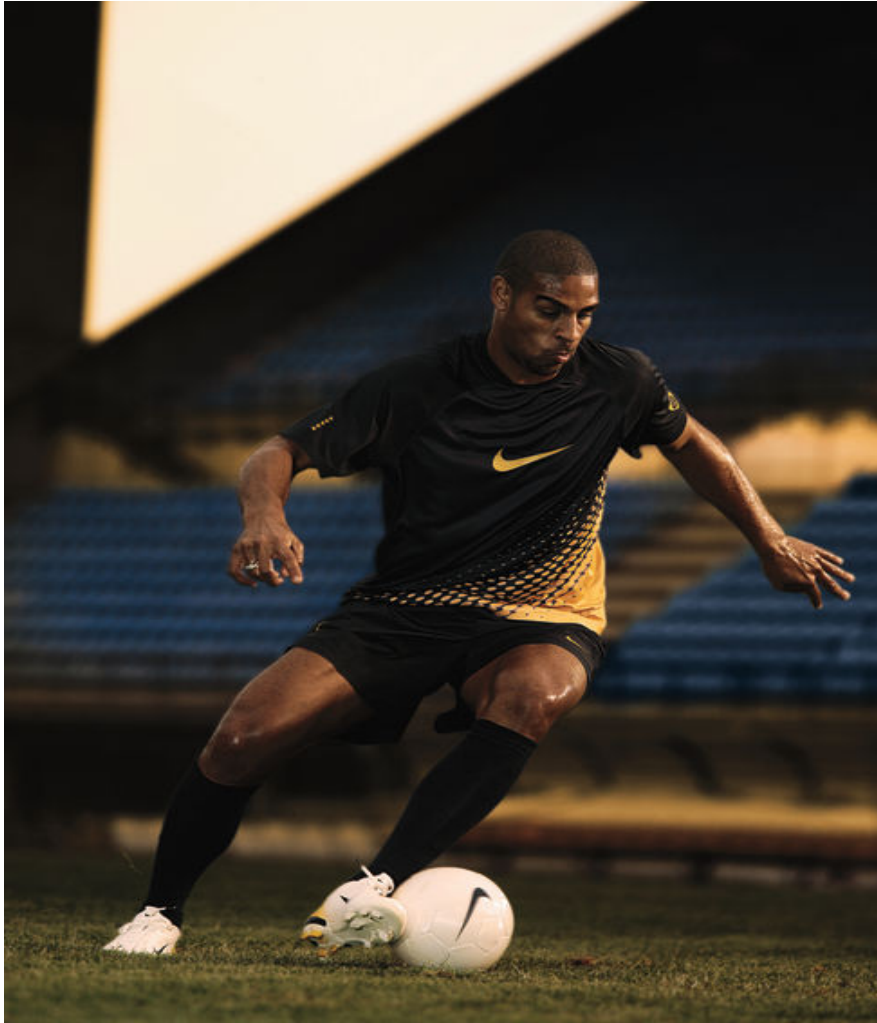
- acts as conduit between IT & business
- aligns the IT systems w/ biz requirements
- part of their job description, not a position
- determine data definitions, rules and quality metrics
- time commitment varies depending on data maturity & data management activities





# 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

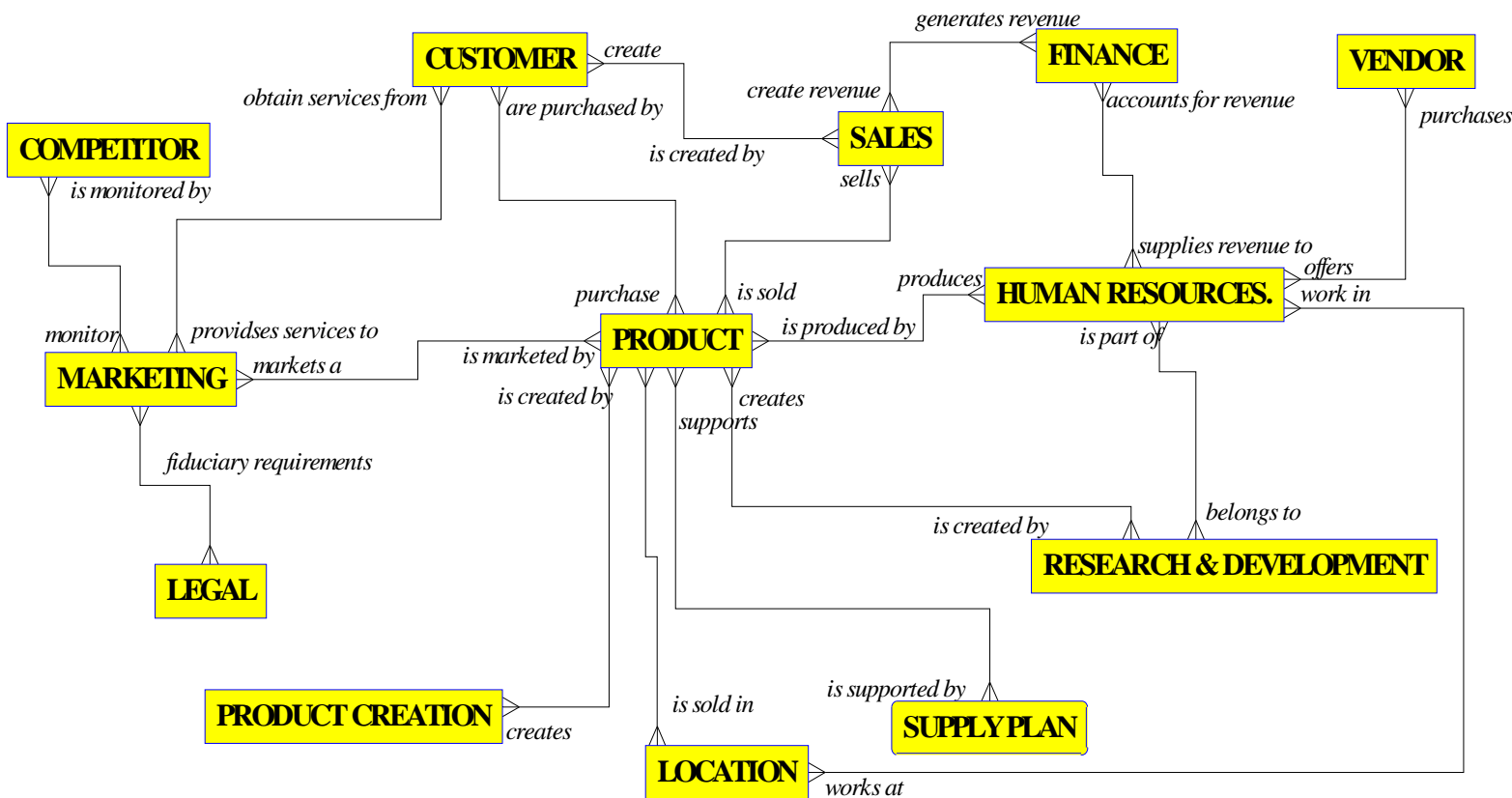


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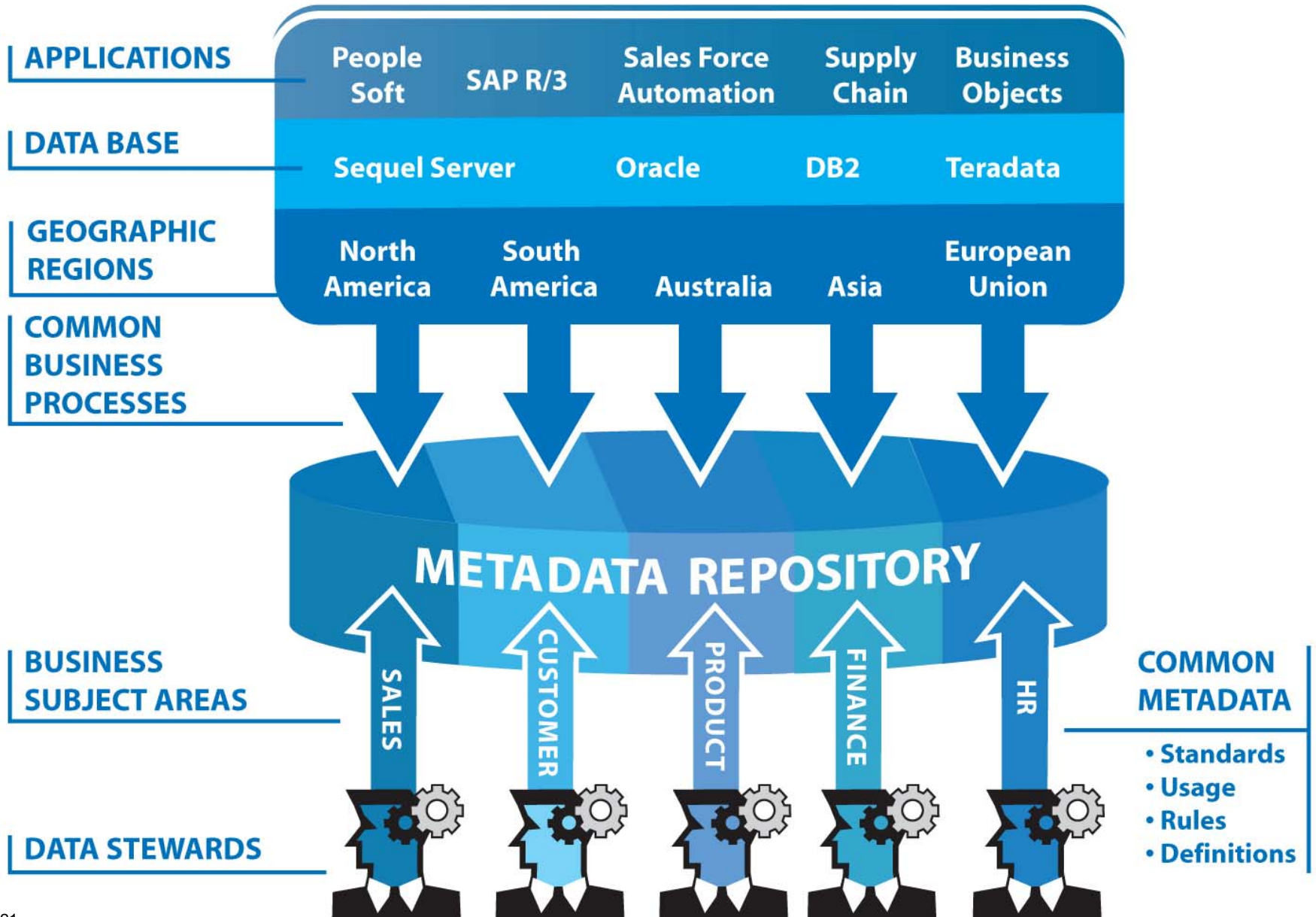
- every company has data stewards... they may not have the official designation but they exist
- existing employees with knowledge... they aren't hired into the role
- subject matter experts in their business area
- possess highly effective habits
- easy to work with
- influential
- organized and see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

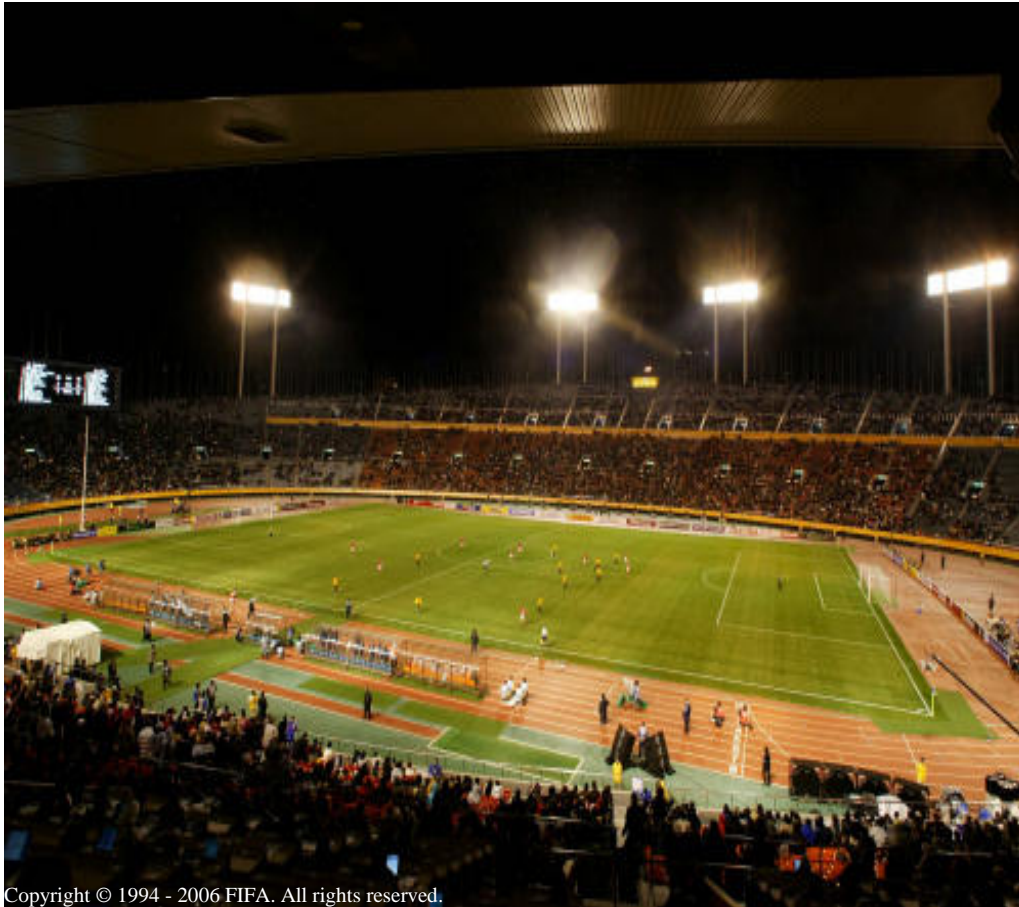


# CROSSES BOUNDARIES



# THE PLAN

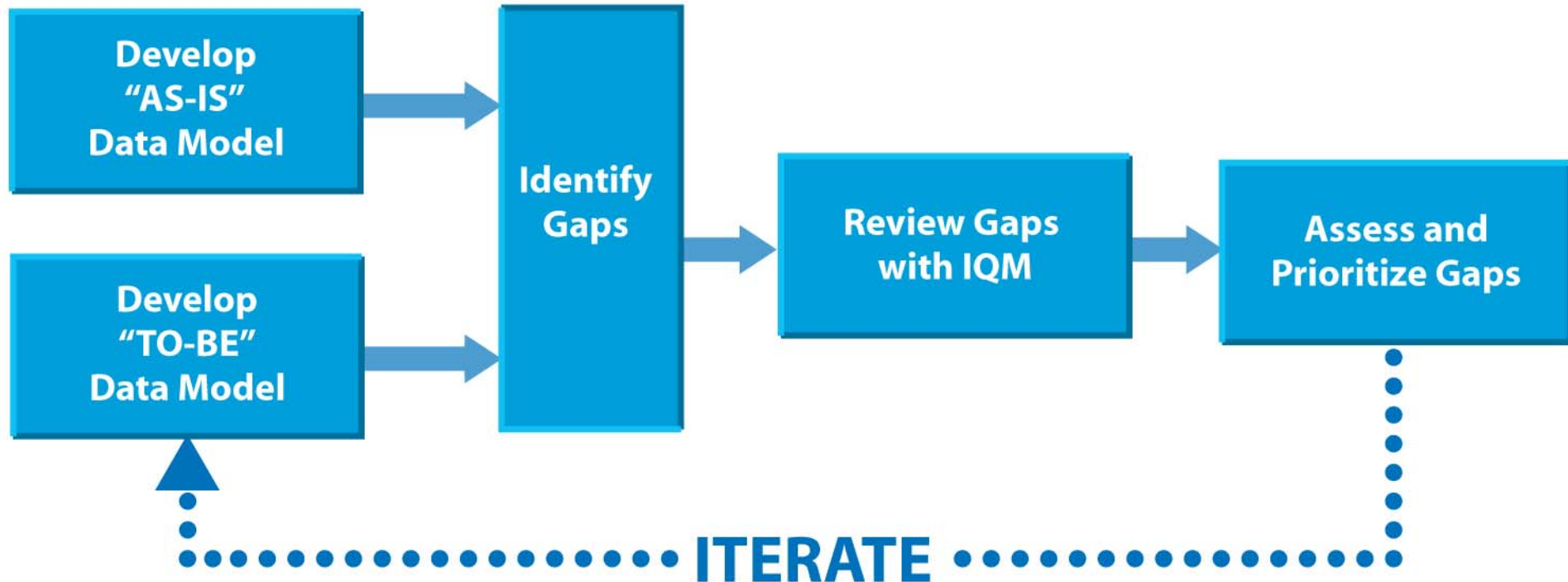
- road to success requires a blueprint of all business information requirements
- to ensure the success of the enterprise



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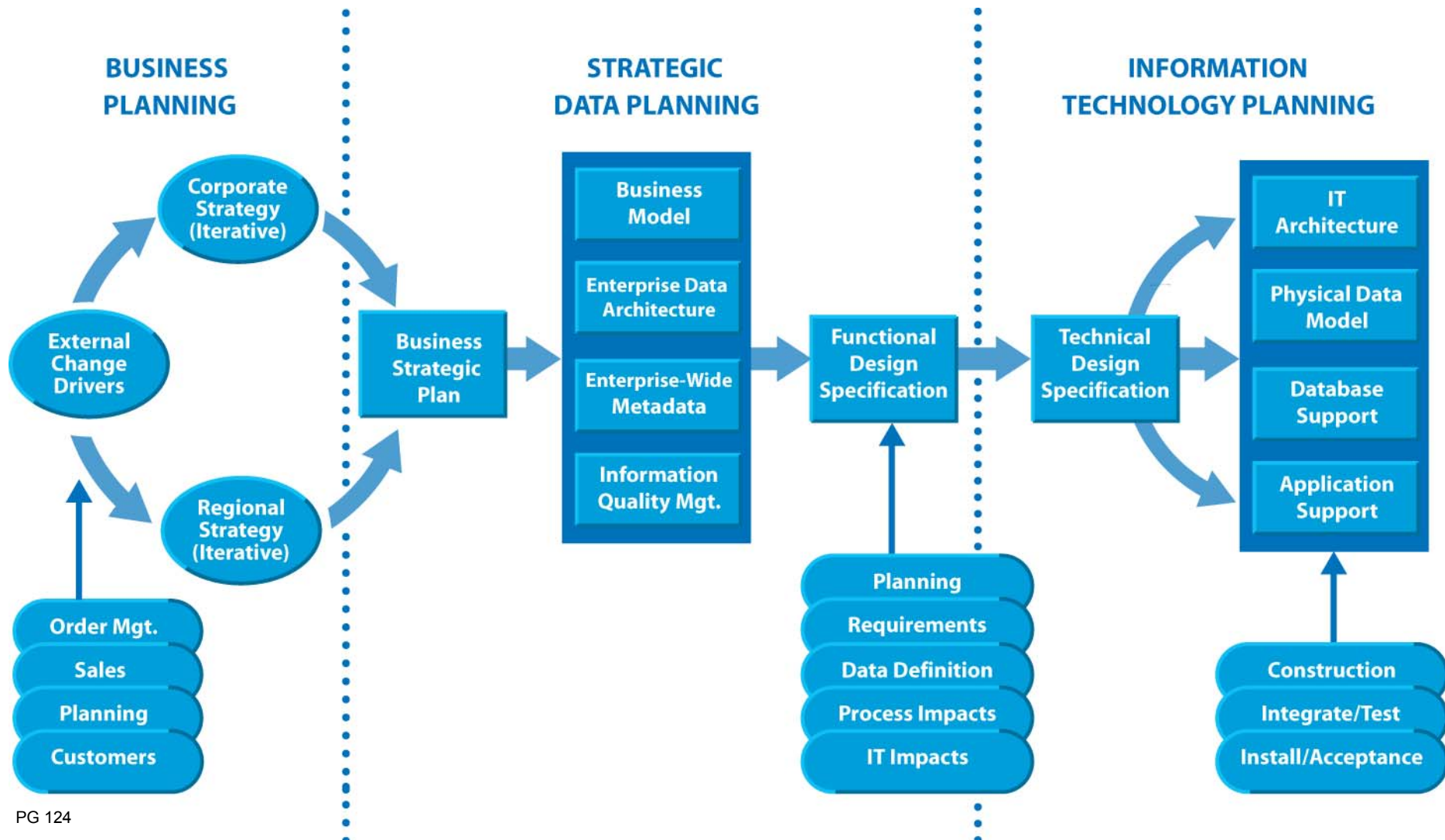
data architecture

# FRAMEWORK FOR USING "TO-BE" & "AS-IS"





# IQM & ENTERPRISE DATA ARCHITECTURE

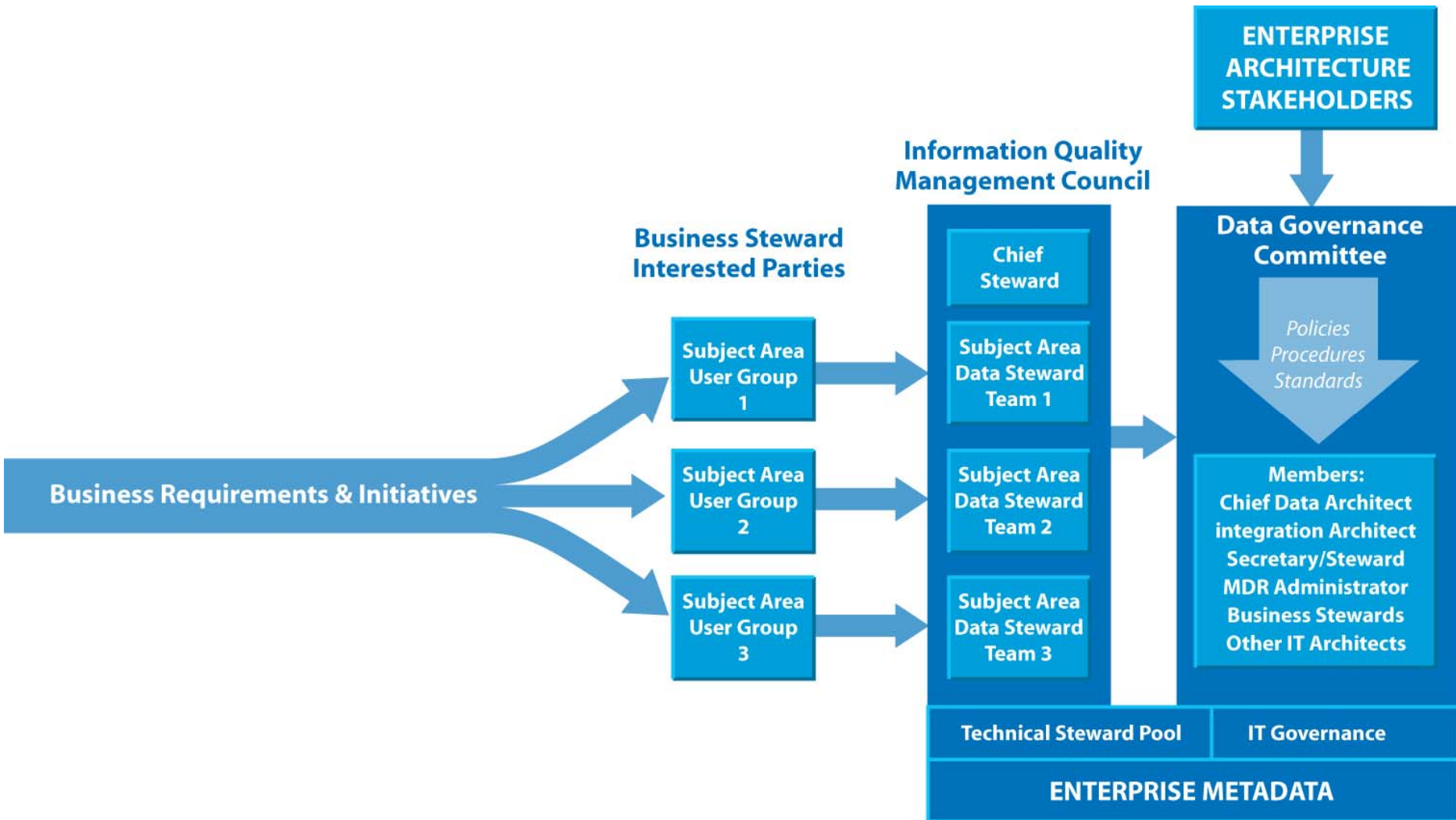


# ORGANIZATION

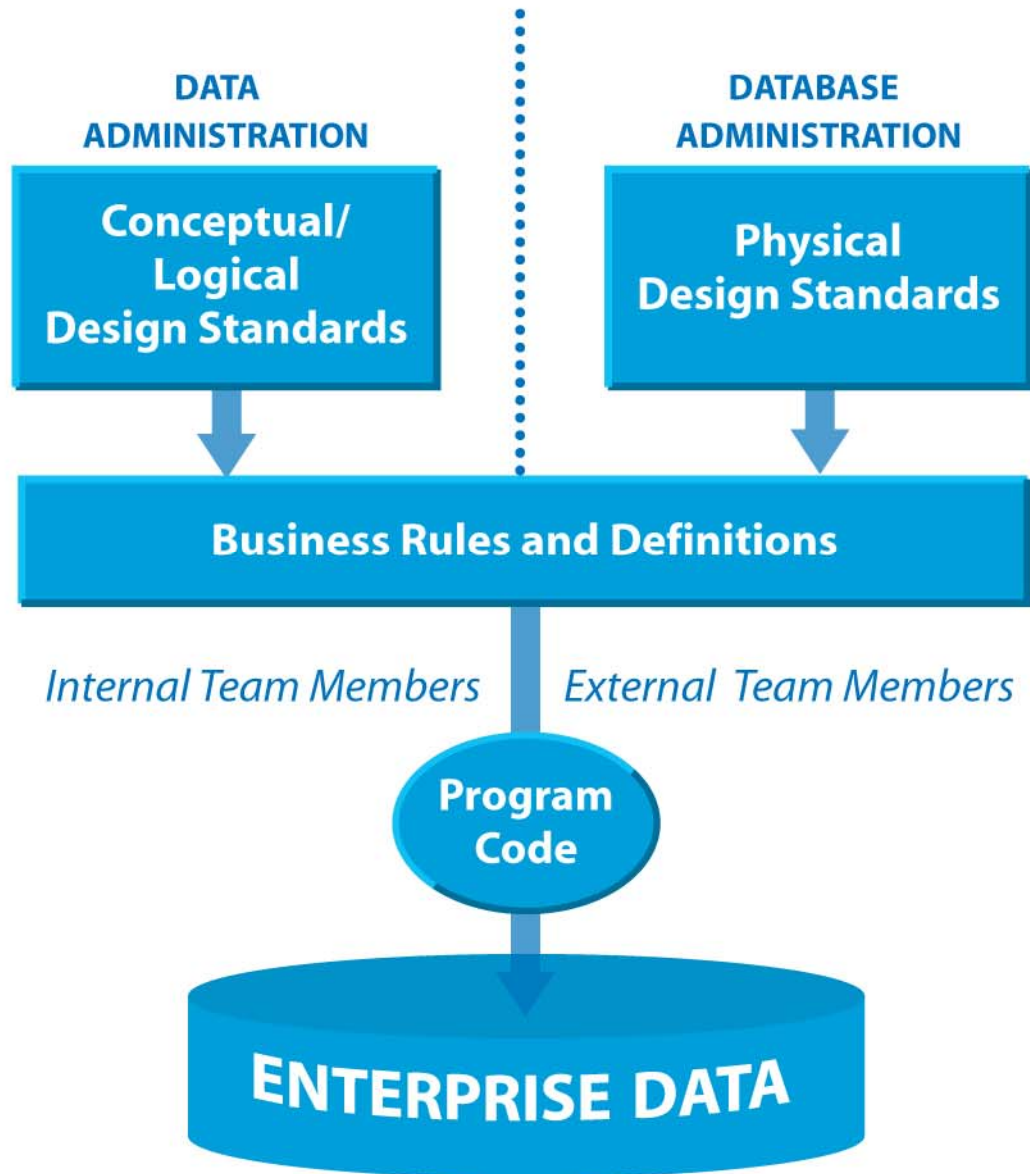
- role is mission critical
- biz data stewards report to the biz, technical data stewards report to IT
- MUST have 'band width' to allocate to the role
- form the council
- develop the mission & goals
- identify the deliverables to work on first
- greatest obstacle is organizational behavior



# STEWARDSHIP PROJECT ROLES



# CONTRIBUTION TO PROJECTS





## **project charter**

# **IQM DELIVERABLES**

**mission statement & goals**

**delegation of authority/issues log**

**list of stewards by subject**

**policies on data definition**

**AS-IS & TO-BE data models**

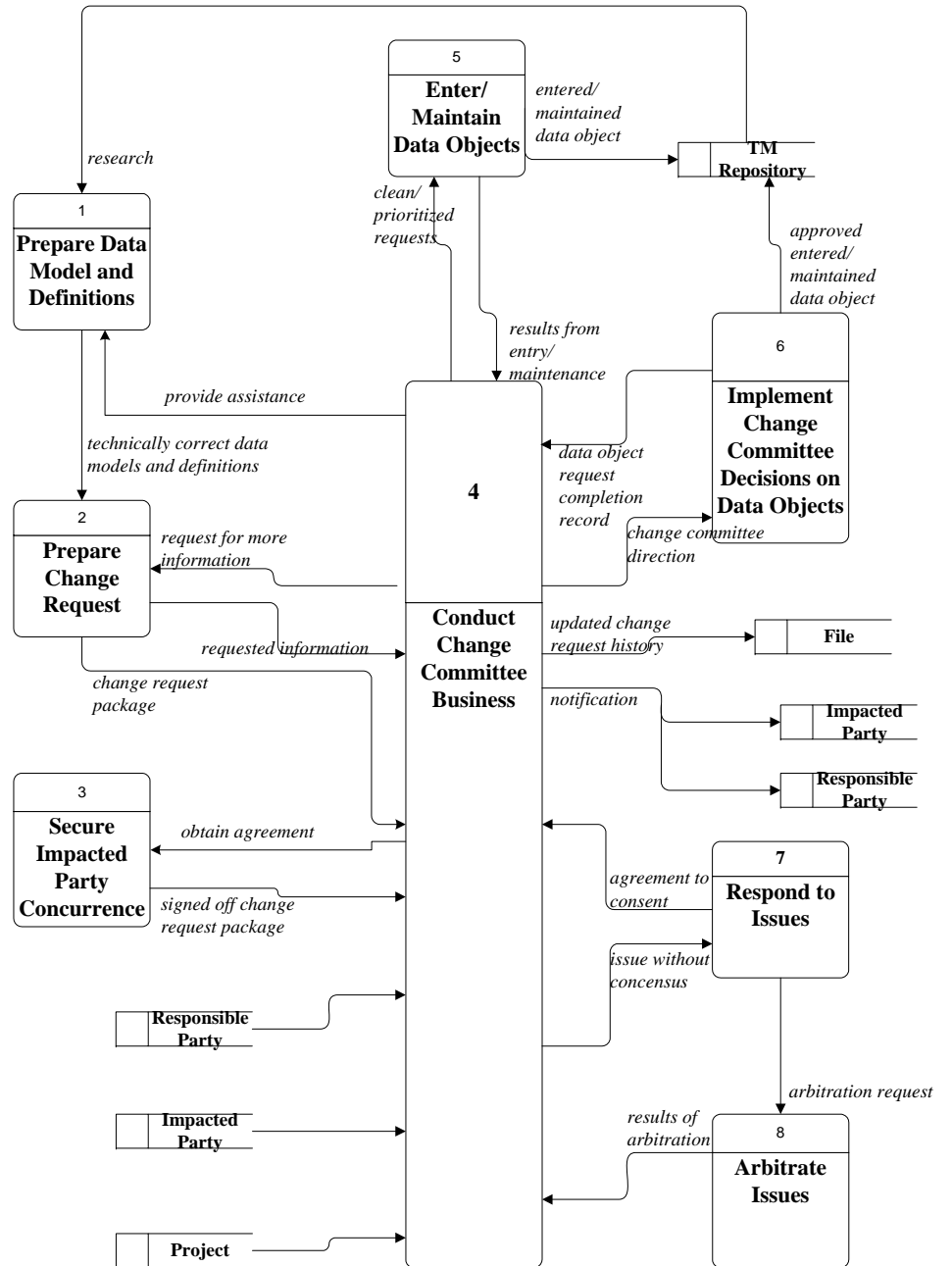
**data change control procedures**



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# SAMPLE DELIVERABLE



# METHODS FOR COLLABORATION



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## 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

