



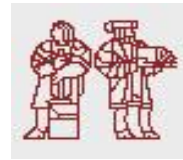
The MIT Information Quality Industry Symposium, 2007



CRM Practice & Standards

Thursday, July 19

1:30 – 3:00 PM



CRM : Data quality stakes

- The objective of this session is to share the experience of professionals:
 - Files providers
 - International CRM user

on the measurement of the data quality: methods, best practices, costs evaluation

and to introduce the standards which are emerging

and ... to obtain your adhesion !