



The MIT 2007 Information Quality Industry Symposium



Cambridge, Massachusetts, USA

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

3:30 – 5 PM

Session 4B: Enterprise Data Management

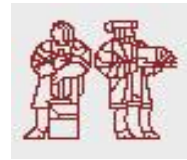
Moderator: David Becker, MITRE

1. Chuck Backus, Qbase
2. William McMullen, MITRE
3. Chris Michel, NCR/Teradata

E51-372



The MIT Information Quality Industry Symposium, 2007

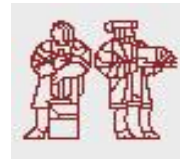


Session 4B

Enterprise Data Management

Thursday, July 19, 2007

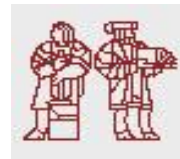
3:30 – 5:00 PM



Enterprise Data Management (EDM)

● Session Highlight

- **EDM is an emerging approach to information management that combines diverse efforts from across an organization to ensure consistent and efficient management of the organization's data assets. In many cases this includes consolidating the data assets themselves. This approach involves breaking down or breaching an organization's information silos, thus facilitating cross enterprise exchange of information.**
- **EDM is an umbrella for a number of different initiatives:**
 - **Master/Reference Data Management (MDM/RDM)**
 - **Customer Data Integration (CDI)**
 - **Data Quality (DQ)**



Enterprise Data Management (EDM)

- **Key Messages**

- **SOLUTIONS...FROM THE DATA UP**

- **By Charles Backus, Chief Technology Officer, Qbase, Inc.**

- **Enterprise Data Validation Architecture (EDVA): FIXING DATA QUALITY FOR ENTERPRISE INTEROPERABILITY**

- **By Bill McMullen, The MITRE Corporation**

- **DATA QUALITY, AN ENTERPRISE DATA MANAGEMENT PRINCIPLE AND PRACTICE**

- **By Chris Michel – NCR/Teradata**