

Transforming Data into a Corporate Asset: A Roadmap for Successful Data Quality and Data Governance

ABSTRACT-----

The demand for data quality and data governance to support critical business initiatives is skyrocketing – and with it comes the confusion. Emerging business initiatives and new technology solutions are causing business leaders to address data management issues once and for all. And without a map to guide the way, even the most experienced professionals can lose their way. Organizations often set course with a business strategy and direction based on information that is available to executives – information that is often wrong, or hopelessly out of date. From the threat of fines for not identifying and reporting terrorist financing to millions of dollars lost in extra mailing costs because address lists are riddled with errors and duplications, organizations risk not only money but their reputation when they don't get the data right.

This presentation will discuss building a business case for protecting your organization from bad data and the opportunities that exist when you get your data in order. It will also demonstrate how managing data is strategic to your corporate goals.

BIOGRAPHY-----

Tony Fisher
Present and CEO
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Tony Fisher joined DataFlux as president and CEO in 2000. In his years at DataFlux, he has guided the company through tremendous growth as DataFlux became a market-leading provider of data quality and data integration solutions. Tony is also a featured speaker and author about emerging trends in data quality, data integration and corporate compliance efforts. Prior to DataFlux, he was the technology director at SAS. Tony is a native of North Carolina and earned a degree in computer science and mathematics from Duke University.