

## **Portfolio Approach to Control Investment on Information Quality: Case Installed Base**

### **ABSTRACT**

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Heterogeneous legacy data originating from multiple companies and covering a long history period is typical in installed base management in case of long life time objects. When the number of objects increase it is economically impossible to reach the same data quality level or readiness for all objects. Traditional data quality improving methods focusing data in transactions environment (ERP, CRM) tend to fail in these complicated situations.

Treating data instance, in this case installed base equipment, as a separate management object would allow us to apply product management practices, especially product portfolio management, when allocating resources on data quality improvement process.

Portfolio is managed with a funnel with gates associated with readiness status or quality level. The higher the readiness the higher is the investment and associated maintenance cost. Portfolio is not just improving data quality but also systematically decreasing data quality i.e. having an outgoing funnel.

### **BIOGRAPHY**

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