Data Quality Makes the Big Time: How We Got Here, and Why We’ll Never Be Done.

ABSTRACT

Suddenly, it seems, data quality is top of mind for business and IT stakeholders in many industries. What caused this unprecedented turn of events, and how can data quality professionals harness new-found interest to generate momentum that will make our discipline sustaining? This presentation will provide thoughts on the business drivers, organizational developments, and technology trends that have brought data quality issues to the forefront, and will highlight key gaps that present challenges going forward.

BIOGRAPHY

Ted Friedman
Vice President
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Ted Friedman is a vice president in Gartner Research, where he is a member of the information infrastructure team. His research focuses on data integration, data quality, information governance and information management strategy.

Prior to joining Gartner, Mr. Friedman was employed by several large companies, including Andersen Consulting and GE, where he designed and deployed large-scale relational database applications, business intelligence systems and advanced information technologies. He has more than 20 years of experience in the information technology field.
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Stop Managing Technology, and Start Managing Information. The Future Is Information-Centric (Not Hardware-Centric, Software-Centric, Process-Centric, or Any Other Kind of –Centric)

Which Do You Value More – Your History or Your Future?
Do It Now – Before It’s Too Late!

Economic Pressures, Compliance Directives, “Big Data”, Analytics, Pattern-Based Strategy, and Many Other Business Imperatives Demand It

Organizations Are Finally Getting The Message

<table>
<thead>
<tr>
<th>Use-Case</th>
<th>% of data quality activity by use-case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing operation of business applications</td>
<td>47%</td>
</tr>
<tr>
<td>Business intelligence and data warehousing</td>
<td>43%</td>
</tr>
<tr>
<td>Master data management (MDM)</td>
<td>43%</td>
</tr>
<tr>
<td>Information/data governance programs</td>
<td>37%</td>
</tr>
<tr>
<td>Data and system migrations and consolidations</td>
<td>37%</td>
</tr>
<tr>
<td>Deployment of data quality services</td>
<td>29%</td>
</tr>
<tr>
<td>Inter-enterprise data sharing</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>
If It’s Nobody’s Job (or The Wrong Person’s Job), Don’t Expect Any Improvement

Establish Data Quality-Focused Business and IT Roles – With Goals and Accountability!

Traditional Perceptions (Data Quality Viewed as “IT’s Job”) Are Changing

% of organizations with data quality roles

- Data owners: 60%
- Data quality analysts: 54%
- Data stewards: 40%
- Dedicated data quality team(s): 35%
- Data quality champion or sponsors: 35%
- Data/Information Governance Board: 30%
- Chief Data Officer/Data Quality: 17%
- Other: 6%
- None of the above: 12%

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You Can’t Manage What You Can’t (or Don’t) Measure

Develop Metrics, Assess Them Regularly, and Get Them In Front Of The People That Matter

How Much Does Poor-Quality Data Cost You? Most Organizations Have No Idea!!!

Estimated Annual Cost Impact Of Data Quality Issues

- Less than $500K: 12%
- $500K to $1 million: 13%
- $1M to $5M: 43%
- $5M to $25M: 16%
- $25M to $50M: 9%
- $50M to $100M: 4%
- $100M or more: 2%
- Don’t know: 2%

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We're Finding Lots Of Problems! Now What???

Get Methodology – Prescribed, Repeatable, Consistent Processes for Issue Resolution

A Tool (or 2, 3, or 10!) Doesn’t Guarantee High-Quality Data

It’s The Combination Of The Right Tools And The Right People Interacting With Them That Counts
The Tools Add Value, But Their Penetration Must Be Increased

How Many People Are Executing Data Quality Tasks?
- 1 employee: 9%
- 2 to 4 employees: 18%
- 5 to 9 employees: 11%
- 10 to 19 employees: 18%
- 20 to 49 employees: 24%
- 50 or more employees: 18%

How Many People Are Interacting With The Tools?
- 1 employee: 8%
- 2 to 4 employees: 27%
- 5 to 9 employees: 9%
- 10 to 19 employees: 4%
- 20 to 49 employees: 2%
- 50 or more employees: 50%

Adoption of Business-Facing Functionality Continues To Lag

To What Degree Are Key Data Quality Functional Components In Active Use?

- Matching: Extensive Use: 30, Some Use: 52
- Parsing, standardization, and general cleansing: Extensive Use: 27, Some Use: 50
- Address standardization and validation: Extensive Use: 22, Some Use: 50
- Support for customer and/or party data quality: Extensive Use: 32, Some Use: 36
- Data profiling: Extensive Use: 37, Some Use: 26
- Data quality workflow: Extensive Use: 34, Some Use: 16
- Data quality visualization: Extensive Use: 34, Some Use: 11
- Integration with related technologies: Extensive Use: 28, Some Use: 15
- Monitoring: Extensive Use: 28, Some Use: 14
- Entity resolution: Extensive Use: 24, Some Use: 14
- Support for product and/or material data quality: Extensive Use: 24, Some Use: 13
- Location and/or spatial data enrichment: Extensive Use: 22, Some Use: 13
- Support for location and/or facility data quality: Extensive Use: 21, Some Use: 13
- International support: Extensive Use: 20, Some Use: 9
Culture Change Is Hard, So Start Now – Evangelize Constantly and Be Persistent

“Our data would have huge value if only we could keep people from touching it!”

The Road To Information Value Goes Through Data Quality Improvement

- **Seek!** Understand the factors that drive data quality (and therefore impact the value of your information assets)
- **Model!** Determine the relative importance and linkages between these factors in your organization
- **Adapt!** Optimize by following the emerging trends and best practices around the people, process, technology, and culture aspects of the discipline
- **Evolve!** Data quality improvement is not an IT project – it must become “how we do business”, and it never ends
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Ted Friedman, VP Research