Total Data Quality Management

Strategies, tactics and best practice methods for improving enterprise data quality

Intercontinental, Wellington

21st & 22nd June 2004

Business success is becoming ever more dependant on the accuracy and integrity of mission critical data resources. With 75% of companies reporting significant strategic, operational and financial costs resulting from defective data - complacency about data quality is not an option.

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Facilitated by two of the world's leading authorities on data quality:

Richard Y. Wang Ph.D. Director, *MIT Information Quality Program (MITIQ)*
Co-director, *Total Data Quality Management Program (TDQM)*
Massachusetts Institute of Technology (MIT)

Yang W. Lee Ph.D. Joseph G. Reisman Professor, College of Business Administration
Northeastern University (USA)

Background

As the vast mountain of data assets held by organisations continues to grow at an exponential rate – and as enterprises come to depend to ever greater degrees on this data for most of their strategic, operational and competitive initiatives – business success will increasingly hinge on the quality, reliability and integrity of the data itself.

Poor data quality poses a serious threat to any organisation's ability to function effectively and remain competitive. The 2001 "Global Data Management Survey" by PricewaterhouseCoopers found that 75% of companies suffered significant bottom-line impact from poor data quality, whilst a recent survey by The Data Warehouse Institute (TDWI) estimated that data quality problems currently cost US businesses more than $US600 billion a year.

Most enterprises now recognise the overwhelming advantages of high-quality information, and equally, the significant implications of low-quality information in terms of financial costs, reduced productivity, increased waste and diminished effectiveness – but few understand what needs to be done to address the issue. All enterprises have the means to achieve high data quality and sustain it over time – what's often lacking is the commitment and know-how.

This is where the discipline of Total Data Quality Management (TDQM) comes in – providing a comprehensive, enterprise-wide data quality methodology and framework.

Key benefits and learning outcomes

This cutting edge programme, led by two of the world's foremost authorities on data and information quality, is designed to give participants the capability and fundamental skills needed to understand and overcome data quality challenges. By attending this course,

• You will be exposed to state-of-the-art research and practice in the field of TDQM

• You will discover data quality principles, methods and techniques that have been successfully implemented in leading public and private sector organisations around the world

• You will be able to increase the value and decrease the costs of poor data quality on your data warehousing, ERP, CRM and BI initiatives

• You will learn how to develop and utilise data element maps and apply the principles of "managing information as a product" in your organisation

• You will discover the key principles, practices and procedures that enable continuous improvement in data quality

• You will learn how to conduct a data quality audit and develop key performance metrics

• You will return to your organisation with the knowledge and skills needed to implement a successful data quality programme

marcus evans training courses are thoroughly researched and structured to provide intensive and practical training that can be immediately implemented upon return to the workplace. Benefits include:

• Strictly limited numbers to facilitate group interaction and individual focus

• A unique programme combining leading edge case studies, research and theory in a tutorial style format with a focus on practical, skills-based collaborative and interactive learning

marcus**evans** professional training

Day One

0830 Registration and coffee

0900 Session One

Introduction: Exploring the data and information quality landscape

- Examining state-of-the-art research into data quality methods and best practices from around the world
- Assessing and evaluating current and emerging trends in the data and information quality landscape

1040 Morning refreshments

1100 Session Two

Defining and describing data and information quality in an organisational context

Whilst data and information quality problems can afflict organisations of all sizes and from across a very broad range of industry sectors – the nature, scope, causes and consequences of poor quality data can vary significantly depending on the organisational context. For any data quality programme or initiative to succeed, the generic principles, processes and best practices need to be applied with respect to and in consideration of the particular structure and operating environment of the organisation.

- Understanding how to define and describe data and information quality beyond mere accuracy
- Learning how to define data and information quality in the context of an organisation

1230 Lunch

1330 Session Three

Identifying and overcoming organisational obstacles to data and information quality

- Exploring common information quality patterns
- Identifying the most common pot holes, diversions and obstacles on the road to data and information quality
- Discovering how to map these pot holes and relate them to specific situations within your organisation

In this session, you will examine and discuss several real-world case study examples.

1500 Afternoon refreshments

1520 Session Four

Identifying the key management skills and practices that can make or break your data quality programme

This session will take the form of an interactive discussion forum. Delegates will be asked to share their own insights, experiences and industry-specific challenges. There will be ample time for Q&A and an opportunity to identify and discuss potential solutions to data quality problems.

1700 End of Day One

About your course facilitators:

Richard Y. Wang Ph.D. Director *MIT Information Quality Program (MITIQ)*
Co-director *Total Data Quality Management Program (TDQM)*
Massachusetts Institute of Technology (MIT)

Richard Y. Wang is Director of the MIT Information Quality Program (MITIQ) and Co-Director for the Total Data Quality Management Program (TDQM) at the Massachusetts Institute of Technology. He had served as a professor at MIT for a decade prior to heading the MITIQ program. He has also served as a professor at the University of Arizona, Boston University and a visiting Professor at the University of California, Berkeley. Dr. Wang received his Ph.D. degree in Information Technology from MIT.

As one of the world's foremost thought leaders in the field, Dr Wang has put the term Information Quality on the intellectual map with a myriad of publications, MIT information quality courses, and assignments in both the public and private sectors.

In 1996, he organised the premier International Conference on Information Quality, which he has served as the general conference chair, and currently Chairman of the Board. Dr. Wang's books on information quality include Quality Information and Knowledge (Prentice Hall, 1999) and Data Quality (Kluwer Academic, 2001) and Journey to Data Quality (MIT Press, forthcoming).

Dr. Wang's current research and industry practice focus on extending information quality to enterprise issues such as data architecture, data governance, and sharing, and how they relate to Capability Maturity Model (CMM) and information quality maturity model. He is involved in the Leaders in Enterprise Architecture Deployment (LEAD) project, which is sponsored by the U.S. government. Additionally, he heads a customer centric information quality management (CCIQM) working group, which is sponsored in part by Acxiom Corporation. At MITIQ, Dr. Wang offers certificate programs and executive courses on information quality management, as well as a planned course on systems integration in 2005. He can be reached at rwang@mit.edu, http://mitiq.mit.edu

Yang W. Lee Ph.D. Assistant Professor and Joseph G. Reisman Research Professor, College of Business Administration
Northeastern University (USA)

Dr Lee's publications have appeared in leading journals such as Communications of the ACM, Journal of MIS, Sloan Management Review, Journal of Management Information Systems, Information & Management, and IEEE Computer. She co-authored Quality Information and Knowledge (Prentice Hall, 1999), Data Quality (Kluwer Acadmic Publishers, 2000) and Journey to Data Quality (MIT Press, forthcoming).

Dr Lee's research interests include data quality, IT-mediated institutional learning, and systems integration. She was a visiting professor at MIT Sloan School of Management, where she taught e-systems integration and conducted research on data quality. She was also a Conference Co-Chair for the International Conference on Information Quality (ICIQ) in Cambridge. She received her Ph.D. from MIT. She can be reached at y.lee@neu.edu and ylee@mit.edu

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Pre-course questionnaire

To ensure that delegates gain maximum benefits from this workshop, a detailed questionnaire will be sent to each course participant to establish exactly where your training needs lie. The completed forms will be analysed by the course facilitator to fine-tune the content of the programme and meet the expectations and needs of participants. Comprehensive course materials will be provided to delegates for future reference.

Day Two

0845 Coffee

0900 Session One
Monitoring data and information quality performance – establishing quality measurements and metrics

It is an often quoted axiom of business that "you cannot manage what you cannot measure" – and data quality is no different. Unfortunately for many data management professionals, the extent of data quality problems do not always become evident until after the damage is done. The success or otherwise of a data quality management programme will therefore hinge on an ability to establish appropriate measurement and performance metrics. In this way data quality problems and performance shortfalls can be identified and rectified long before they have compromised the success of data-dependent initiatives.

- Developing a comprehensive set of information quality metrics based on the TDQM methodology
- Understanding how to implement information quality metrics in practice

1040 Morning refreshments

1100 Session Two
Optimising data and information quality tools

This session will begin with an interactive discussion examining how the individual course participants currently assess and evaluate the quality of their data and information, before going into an examination of alternative tools and techniques.

- Examining and evaluating the usefulness of existing and emerging IQ tools
- Performing a hands-on exploration of IQ software tools

1230 Lunch

1330 Session Three
Managing information as a product

Historically, IT Managers have often regarded data as a by-product of a particular system, process or event rather than as a product in and of itself. In seeking to improve data quality they have focussed – all too frequently – on the quality of the delivery system and its hardware and software components, instead of optimising the quality of the information product itself. As a result, most have found it very difficult to achieve any meaningful degree of data and information quality that meets the requirements and expectations of those who consume and utilise the information. There are however considerable advantages to treating data and information as a product, rather than as a mere systemic by-product.

- Focussing on the concepts and methods for managing information and data quality
- Examining the Four Fundamental Principles of the concept of "information as a product"
  1) Understanding consumers' information needs
  2) Considering information as the product of a well-defined production process
  3) Managing information as a product with a lifecycle
  4) Appointing an Information Product Manager (IPM) to manage the information processes and resulting product

This session will include an examination of a number of case study examples that illustrate the benefits to be gained from managing information as a product. By the end of the session you will have gained the knowledge and tools required to apply the principles in your own organisation.

1500 Afternoon refreshments

1520 Session Four
Building an enterprise-wide data quality project – ROI, business practice and conclusion

In this last session, you will gain some valuable insights into ROI issues and key business practices involved in setting up and managing an enterprise-wide DQ project within your organisation. The session will also provide a final opportunity to consolidate and distil the lessons learnt over the previous two days and clarify any remaining questions or concerns.

1700 Close of seminar

Who should attend

This course is designed for, but not limited to:

- CIOs and IT Directors
- Directors, GMs and Senior Managers of Data and Information Quality
- Data Warehouse Managers
- Data and Meta Data Managers
- Business Intelligence Managers
- CRM Managers
- ERP Managers
- Database Managers
- Data Architects
- Supply Chain Manager
- DSS Managers
- Systems Analysts
- Corporate Record Managers
- Direct Marketing Managers
- Scholars and Academics in the field of data and information management looking to learn the latest data quality research, techniques, methods and best practices from the world's leading experts

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"By 2005, more than 50% of data warehouse initiatives will fail……[and one of] the points of business failure includes denial about data quality issues." **Gartner**

"Only 17% of data warehousing projects include a solution to combat data quality problems." **The Data Warehouse Institute (TWDI)**

"Most reengineering initiatives will fail because of a lack of attention to information quality." **Gartner**

"Without paying attention to the accuracy of the data, business intelligence quickly leads to misguided decision making." **Ted Friedman and Eric Hwang** - "Don't Sacrifice the 'Intelligence' in BI"

"Reason #1 for the failure of CRM: Data is ignored. Enterprises must have a detailed understanding of the quality of their data - how to clean it up, how to keep it clean, where to source it and what 3rd party data is required. Solution: Have a data quality strategy. Devote one half of the total timeline of the CRM project to data elements." **Scott Nelson and Jennifer Kirby** - "Seven Key Reasons Why CRM Fails"

"Almost one third of companies across all business models have had to deal with corrupt data as a result of information sharing within supply chains." **Helen D'Antoni** - Information Week

Total Data Quality Management

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Authorisation

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Signatory must be authorised to sign on behalf of contracting organisation

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Position_____

Signature_____ Date_____

Fees

☐ **Course fee** @ $2897.95NZD + 12.5% GST = $3260.19NZD

☐ **Premier Plus Discount*** Bring three or more delegates to this event and benefit from a 10% saving

* These discounts may not be used in conjunction with any other offer.

Who should attend

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- Directors, GMs and Senior Managers of Data and Information Quality
- Data Warehouse Managers • Data and Meta Data Managers
- Business Intelligence Managers • CRM Managers • ERP Managers
- Database Managers • Data Architects • DSS Managers • Systems Analysts
- Corporate Record Managers • Direct Marketing Managers
- Supply Chain Managers
- Scholars and Academics in the field of data and information management looking to learn the latest data quality research, techniques, methods and best practices from the world's leading experts

For information on future events

and specific tailor-made training, please contact Linda Henry on 02-9238-7200 or fax on 02-9223-2345

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Level 7, 77 Castlereagh Street, Sydney NSW 2000

Date: 21st & 22nd June

Venue: Intercontinental Wellington, Cnr Grey St & Featherston St, Wellington, New Zealand

Method of Payment

Please note that payment must be received before the event. Payment is required within 5 working days on receipt of invoice.

Cheque: Made payable to Marcus Evans (Australia) Pty Ltd
Bank Transfer: National Australia Bank.
                                        Branch Code 082001. Account No. 62 391 8002
                                        quoting delegate name(s) and NZTR46 as reference.

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Co-ordinator at **marcus evans**.

Cancellations: Substitutions are welcome at any time. All bookings carry a 50% liability immediately after a fully completed sales contract has been received by **marcus evans**. To obtain the balance of the Conference fee as a credit to be applied against another conference, summit, training course or video, written notice of the cancellation must be received by mail or fax 3 weeks before the conference date i.e. 31st May 2004. Cancellations with less than 3 weeks notice of the conference date carry a 100% liability, however course notes will still be available. Payment must be made prior to the conference and the client agrees that in case of dispute or cancellation of this contract **marcus evans** will not be able to mitigate its losses for less than 50% of the contract value. If for any reason **marcus evans** decide to amend this conference, we are not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that **marcus evans** cancels the event, **marcus evans** reserve the right to transfer this booking to another conference to be held in the following six months, or to provide a credit of an equivalent amount to another conference within the same sector within the following six months.

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Business Opportunities
A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. For further details contact **Brad Dodson** on (02) 9238 7200.

I would like to thank everyone who has helped with the research and organisation of this event, particularly the course facilitators for their support and commitment - **Daniel McMurray** Training Producer

Air Travel & Accommodation:
Global Connection can provide very competitive discount fares and package deals exclusively negotiated for this event. Please contact Mark Swift on (02) 9953 4322 for assistance with all travel and accommodation requirements.

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