

Perfect Storm

An aerial photograph of a large hurricane or tropical storm over the ocean. The storm's eye is visible in the center, surrounded by dense, white clouds that spiral outwards. The surrounding ocean is a deep blue, and the horizon shows a mix of green and brown landmasses. The text is overlaid on the image in a clean, white, sans-serif font.

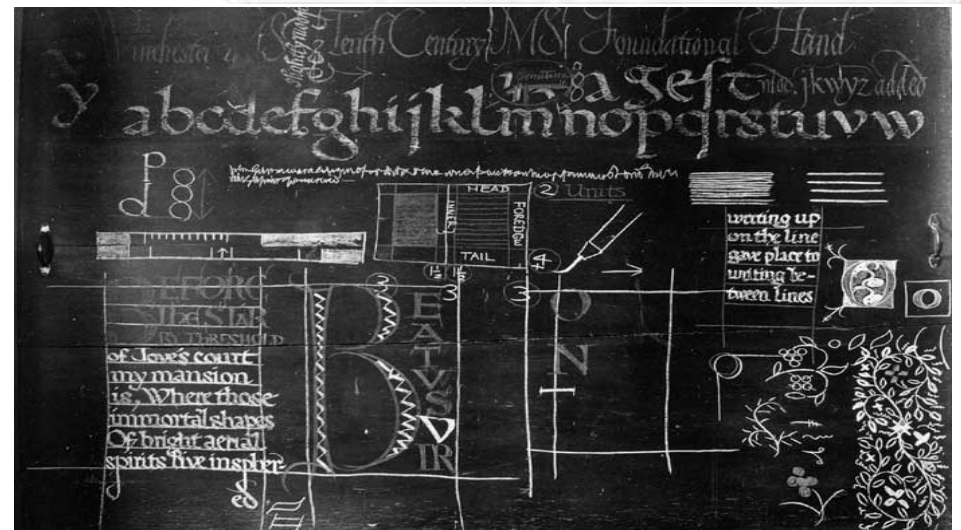
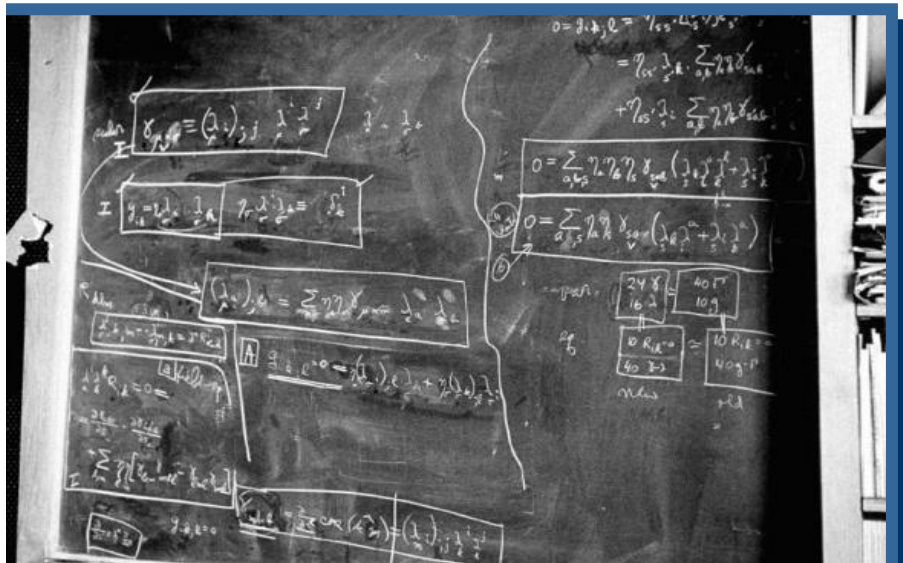
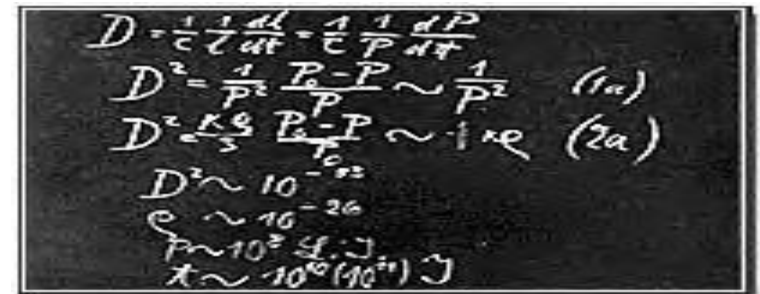
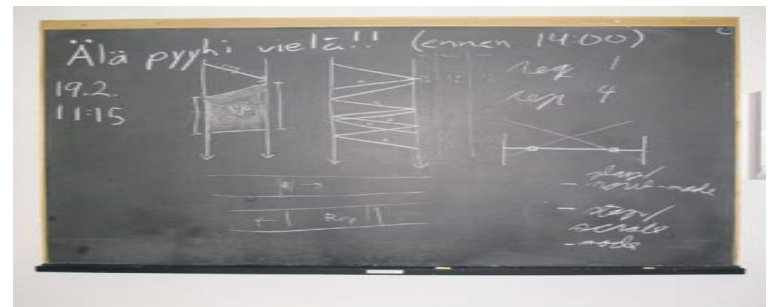
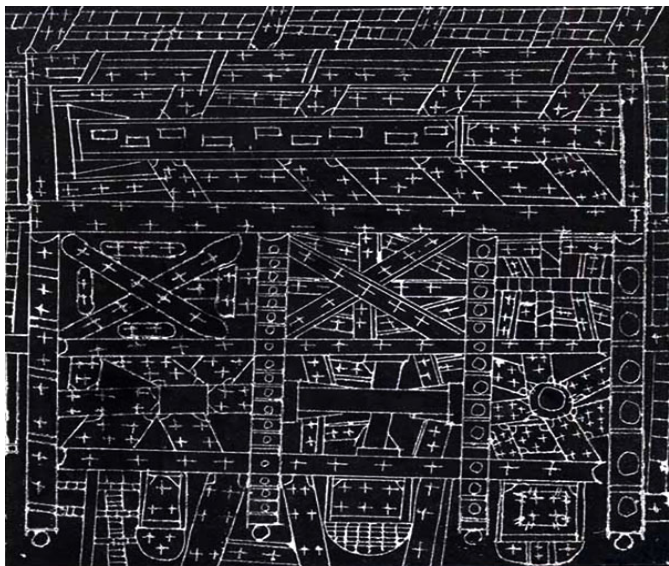
Data Quality Challenges for the Next Decade

Peter K. Kaomea

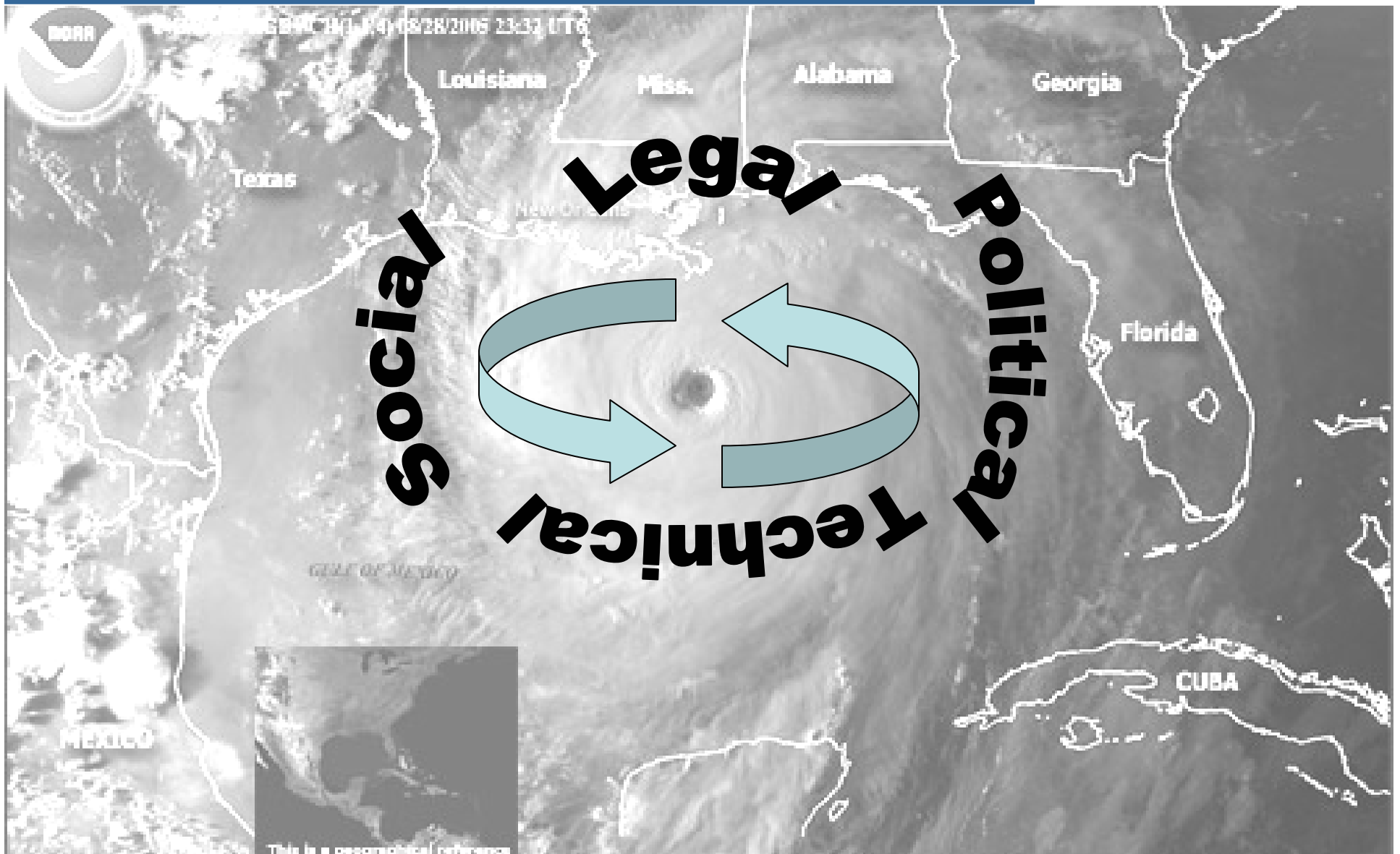
CIO

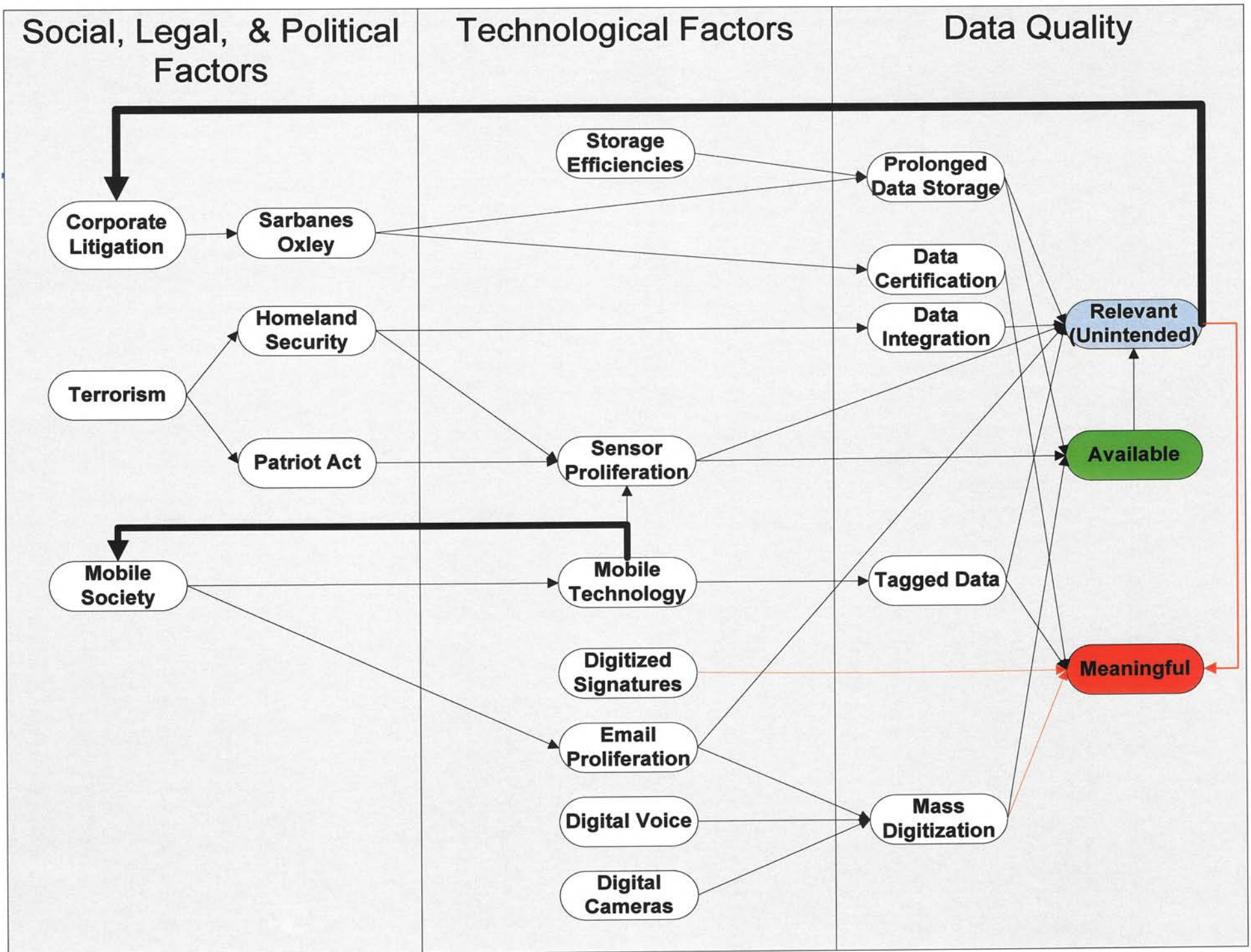
Sullivan & Cromwell LLP

Even a small amount of data can change the world

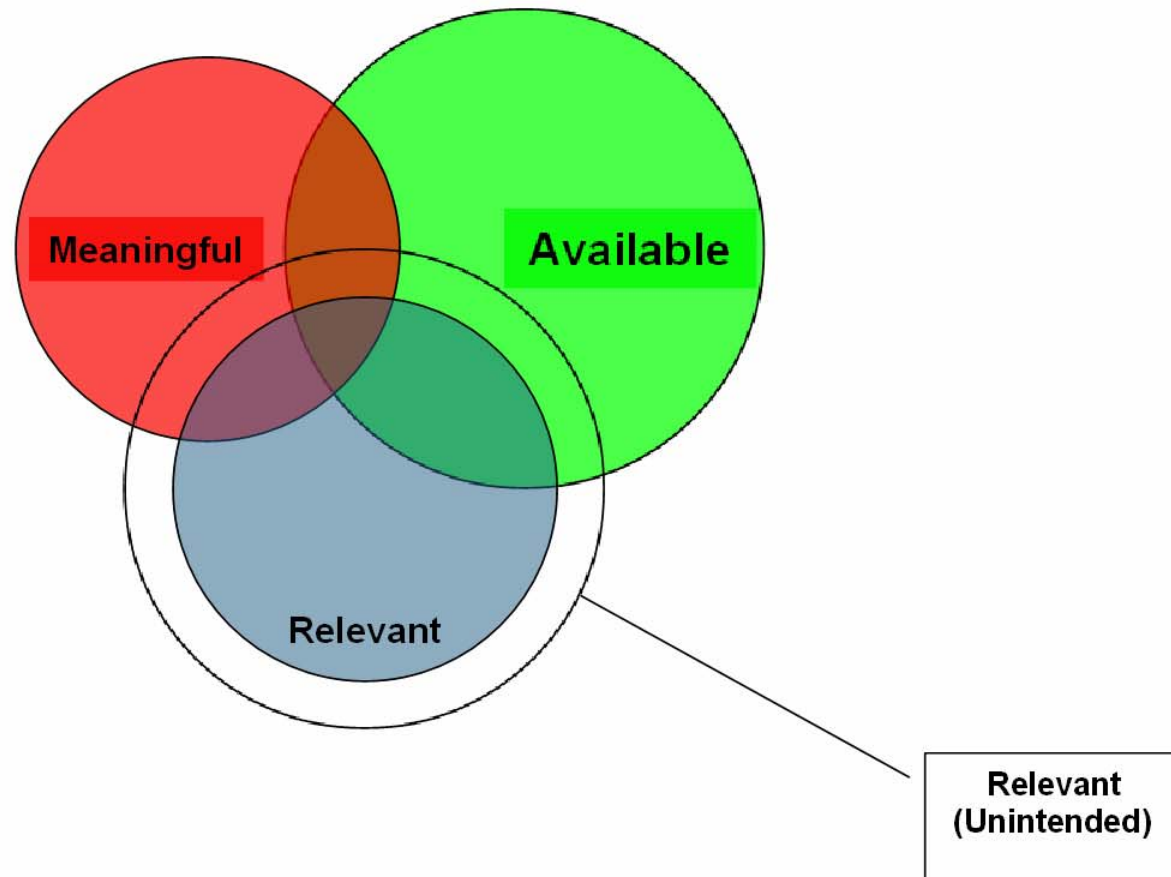


Unprecedented Confluence of Events

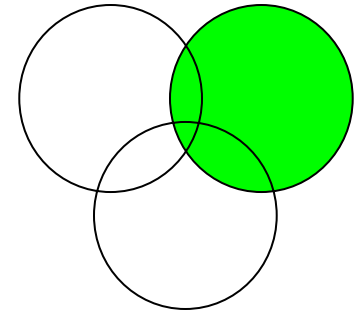




Impact on Strategic Data Quality

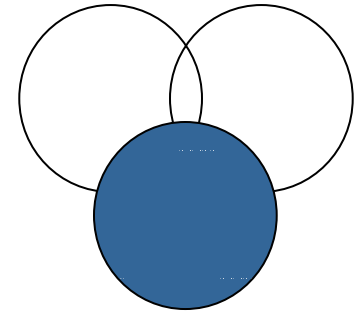


Availability



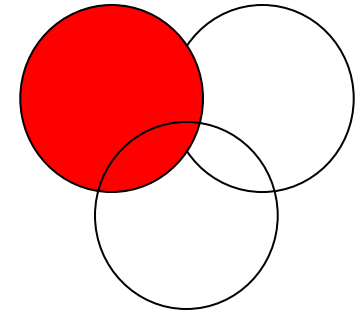
	Move Availability in Space (dx)	Move Availability in Time (dt)	Mobility (dx / dt)
Instant Messaging Telephone Radio TV	Yes	No	No
Tivo	No	Yes	No
Mobile Instant Messaging Cell Phone Portable Radio Portable TV	Yes	No	Yes
Email Phone Ans. Machine Tape Recorder VCR	Yes	Yes	No
Blackberry Cell Voice Mail Walkman / Ipod Portable DVD	Yes	Yes	Yes

Unintended Relevance



- <http://bpubs.tradepub.com/free/crm/prgm.cgi>
“In order to verify your request for this publication, without the availability of a signature our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request. **What is your mother's maiden name?”**
- <http://e-circ.net/mpo/mposub.asp>
“In order to verify your request for this publication, without the availability of a signature our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request. **Enter the last digit of the year you were born.”**
- <http://e-circ.net/ain/ainsub.asp>
“In order to verify your request for this publication, without the availability of a signature our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request. *** Which month were you born?”**
- <http://www.ameda.com/cgi-win/cso.cgi/?add>
“In order to verify your request for this publication, without the availability of a signature, we require a personal identifier. This information is used solely for the purpose of auditing your request. **What day of the month were you born:”**
- http://healthleaders.com/magazine/standard_magazine.php
“In order to verify your request for this publication, without the availability of a signature, our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request. **Please select the state you were born in:”**

Meaningfulness



- **The destination is the source:**
 - **Social Security Number**
 - **Birth Certificate**
 - **Signatures**

In Summary

- A powerful data storm is growing in strength and coming toward us.
- The work all of you are doing in data quality will help us to harness its strength...

Q & A?

