Axiom, MIT to Research Data Quality
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By Arkansas Business staff, Arkansasbusiness.com Daily Report

Axiom Corp. of Little Rock and the Massachusetts Institute of Technology in Cambridge, Mass., said Thursday that they will collaborate on a research project focusing on customer-centric information quality management.

Dr. Richard Wang, director of the MIT Information Quality Program, and Dr. John R. Taibbi, director of the Axiom Laboratory for Applied Research, will lead the effort.

Axiom said the team will explore data quality issues related to customer-centric information architectures, particularly knowledge-driven customer recognition systems used in Customer Relationship Management applications.

"I see this collaboration with the MITIQ program as a means to further develop Axiom's enterprise-wide focus on data quality and to bring together a working group of other companies interested in this same area of research," Zachary Wilhoit, Axiom's data content leader, said in a news release.

The MITIQ program, based at MIT's Center for Technology, Policy, and Industrial Development, equips professionals with understanding and means to improve their organization's information and to use that information as a strategic tool.

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