



Data Quality – Where did it all go wrong?

Ed Wrazen, Trillium Software

- Examples of data quality problems
- Why do data quality problems occur?
- The impact of poor data
- Why data quality is an enterprise issue
- Mitigating the risk of poor data quality

Examples of Data Quality Problem

- Retail company found over 1m records contained home tel number of “000000000” and addresses containing flight numbers
- Insurance company found customer records with 99/99/99 in creation date field of policy
- Car rental company discovered duplicate agreement numbers in their European data warehouse
- Healthcare company found 9 different values in gender field
- Food/Beverage retail chain found the same product was their No 1 and No 2 best sellers across their business





Order this:
a part for the Sea Harrier
weapons system



Get this:
A plastic bag



Order this:
1 day ration pack

Get this:
even the Marines can't eat valves !

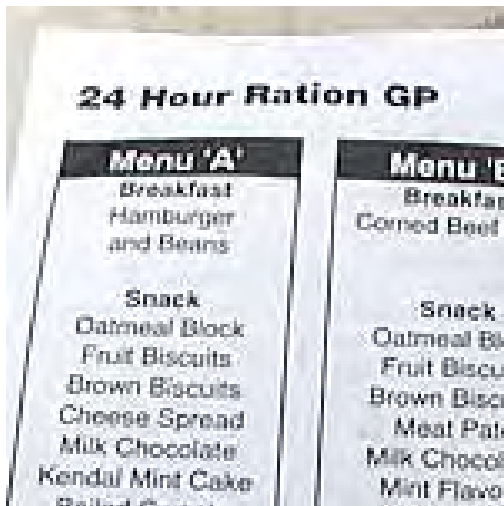


Real World Examples

One system's view

Defence Catering Group

Stock Number: 99 000 1111
24 Hour Cold Climate Ration Pack

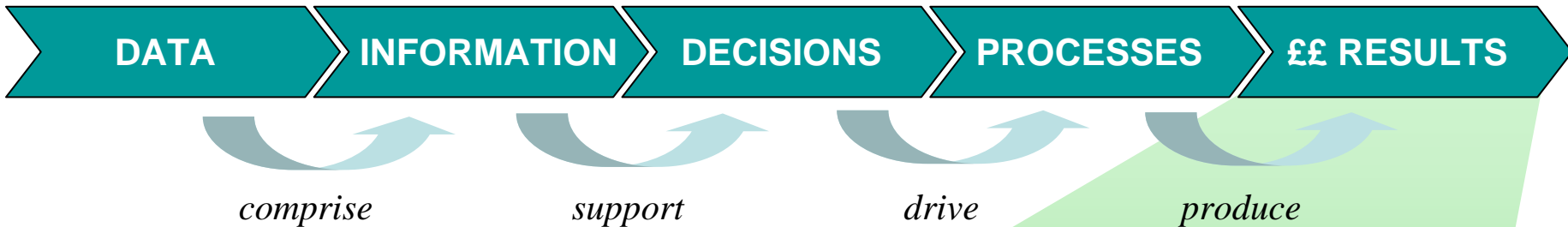


Another system's view

Army Stores System 3

Stock Number: 99 000 1111
Valve Electronic





- Drive revenue
- Reduce operational costs
- Optimize processes
- Create growth opportunities

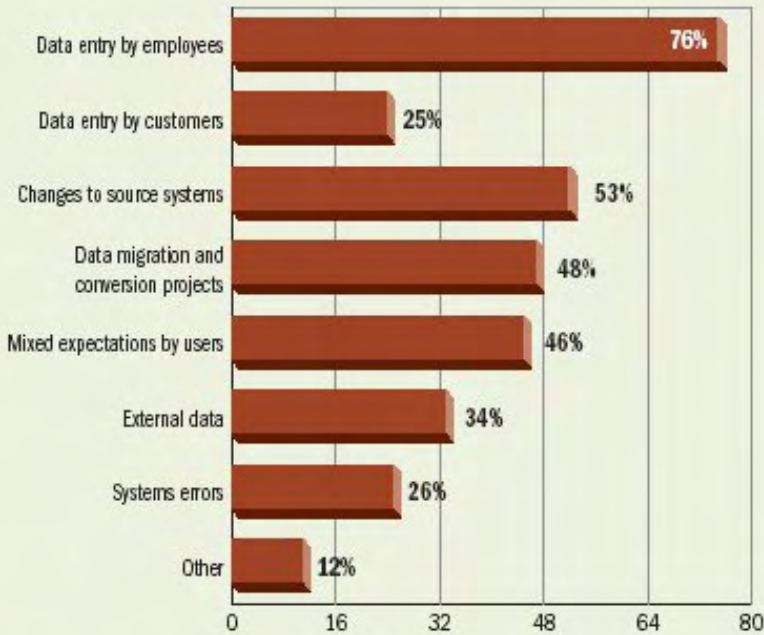


Data is an important corporate asset that drives business processes, strategic decisions and financial results

Problems and sources of bad data

Sources Of Bad Data

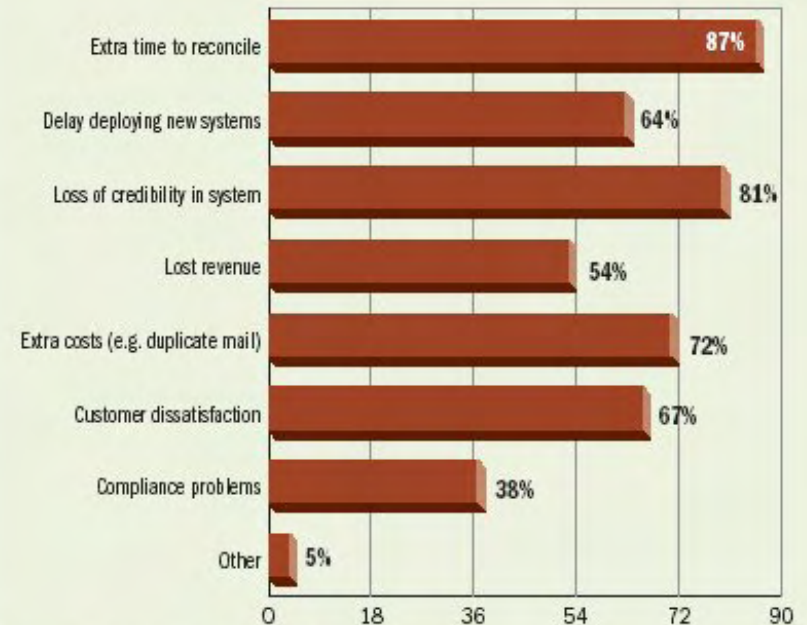
(Percentage of survey respondents, multiple answers)



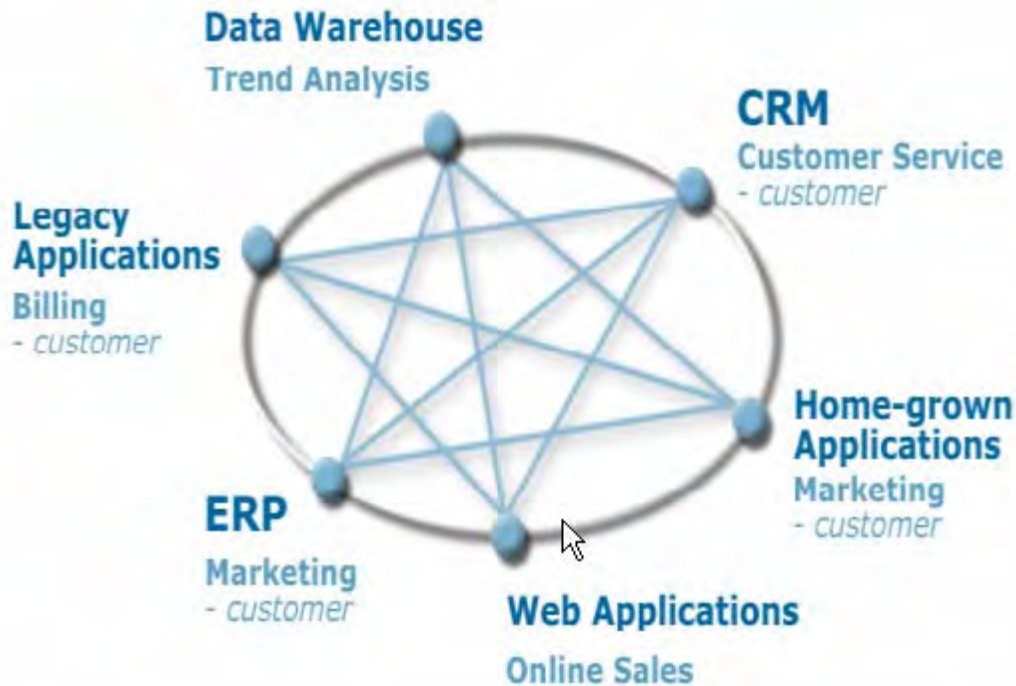
Source: The Data Warehousing Institute

Problems Caused By Bad Data

(Percentage of survey respondents, multiple answers)

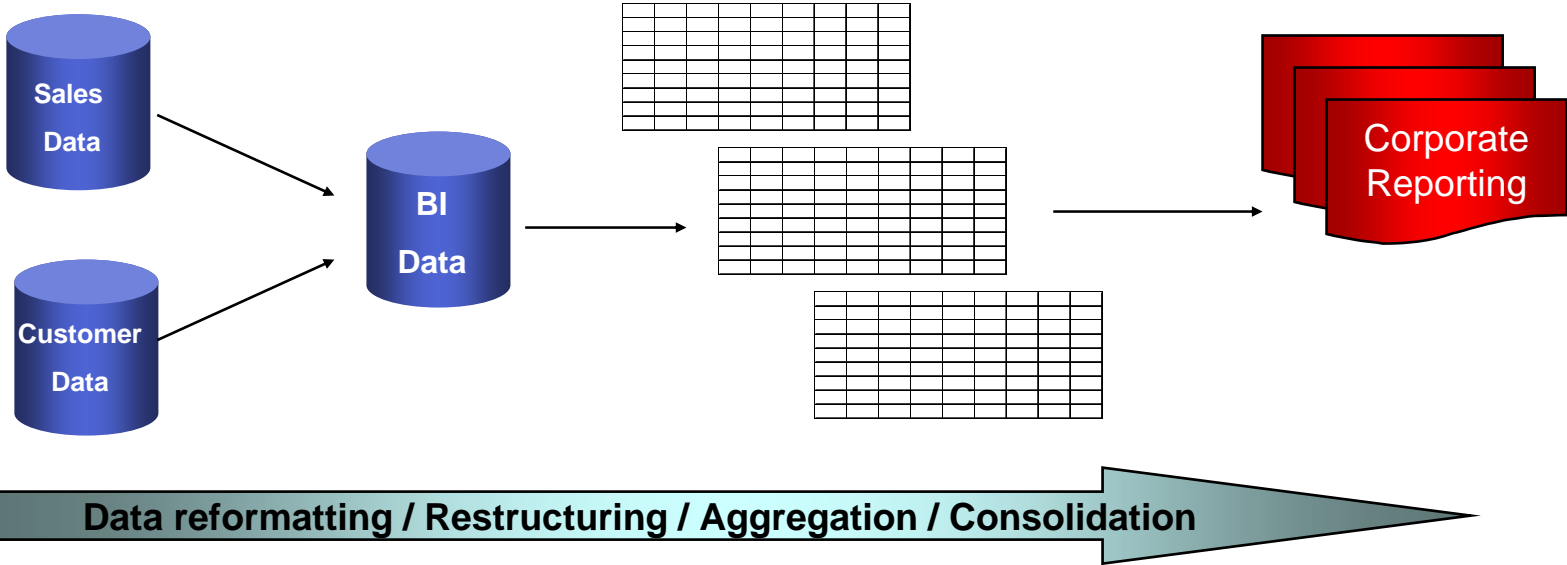


Source: The Data Warehousing Institute



- System differences
- Poor information
- Incomplete Metadata
- Data Inconsistencies
- Rule Violations
- Data accessibility
- Time to analyse
- Focus on delivery not quality!!

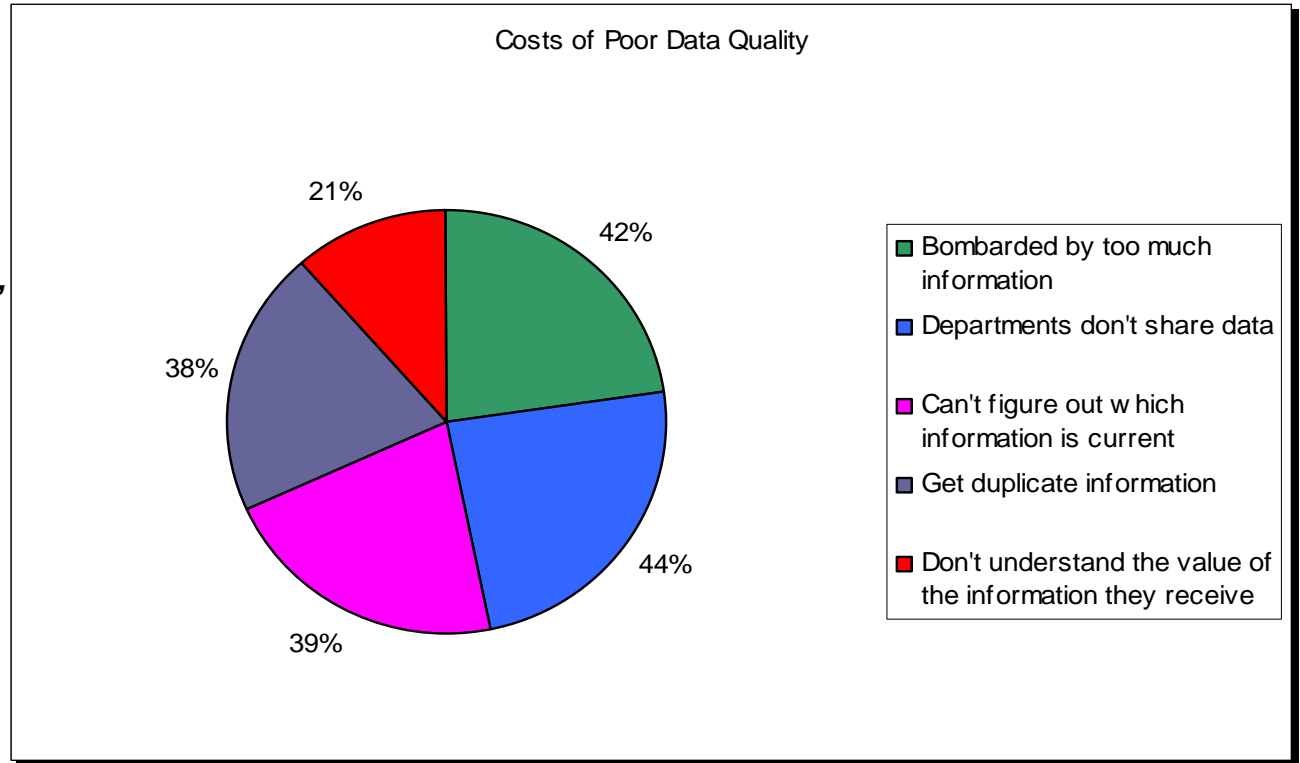
Key to managing quality is understanding the process and data flows in your organization



The cost for the search for data

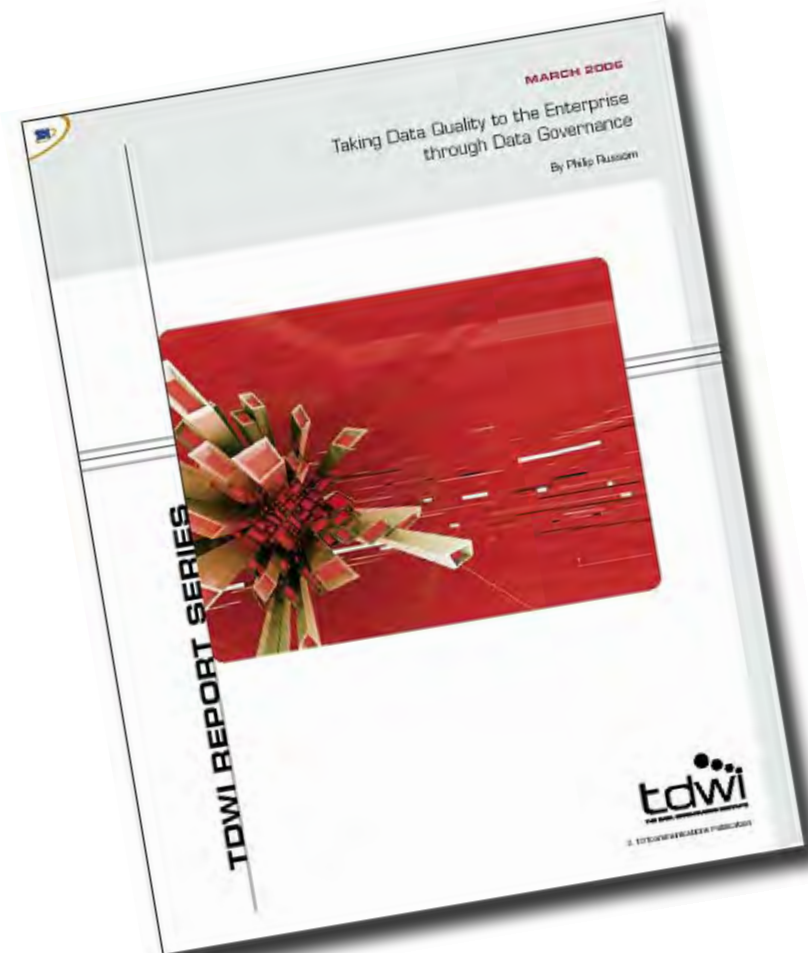
“Middle managers spend an average of two hours per day looking for data.”

“The average IT manager spends 30% of their time trying to pin down information..”



Source: *InformationWeek*, January, 2007. *“The Hunt for Useless Data”*





“Data quality is broadening beyond its departmental roots into enterprise scope usage.”

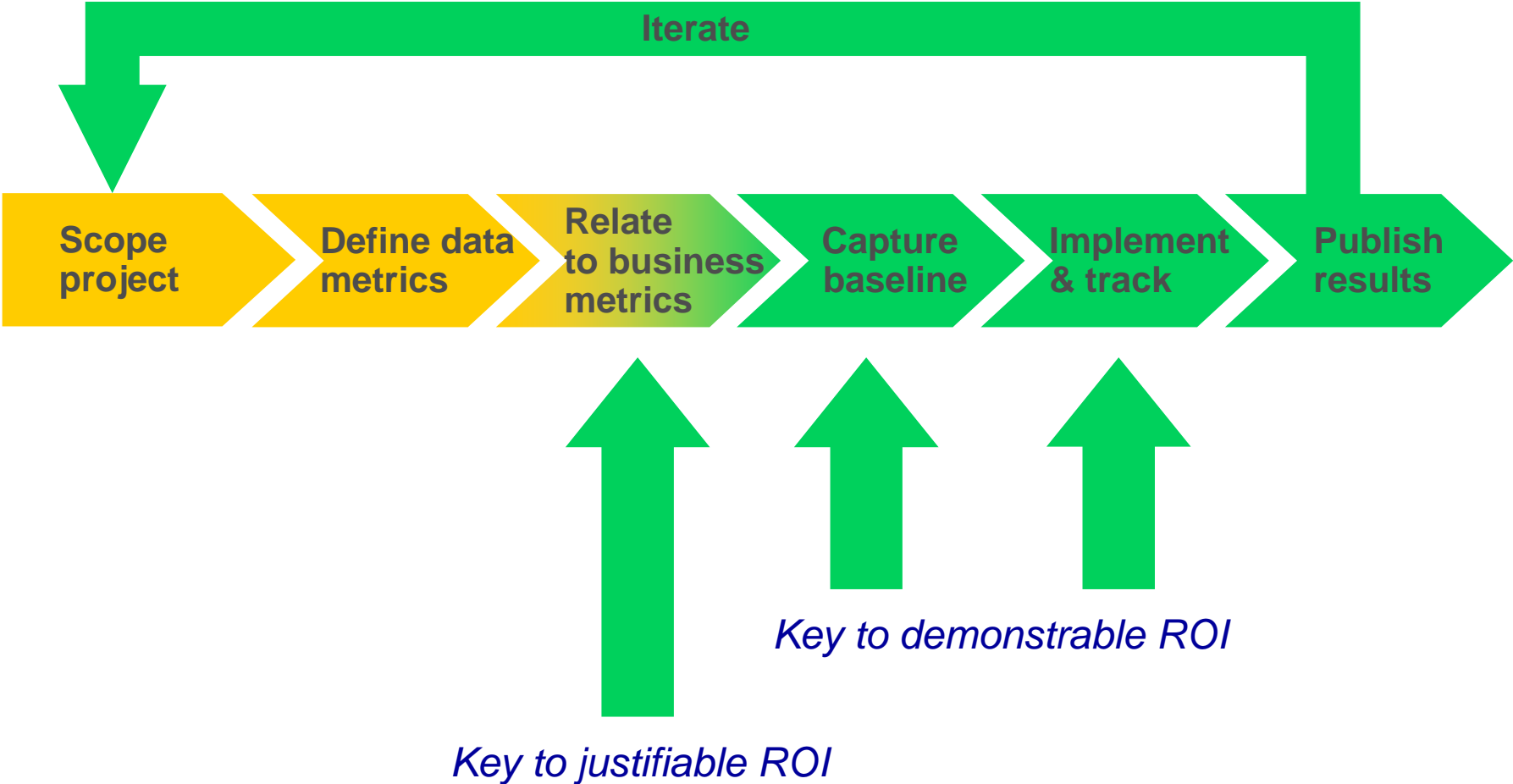
— 2006 TDWI Data Quality Report finding

Why is Data Quality an Enterprise Issue?

- Data is a strategic asset
 - Driving Master Data Management initiatives
 - Driving Data Governance programs
- Significant operational cost savings
- Regulatory compliance
- Mergers and acquisitions
- Established enterprise technology initiatives
 - ERP
 - DW/BI
 - CRM
- Emerging enterprise technology initiatives
 - CDI
 - MDM
 - SOA

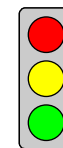
- Stop making assumptions about your data
- Automate data analysis
- Discover hidden problems/information in your data
- Reduce data integration risks
- Ensure accurate and fit for purpose data
- Proactively measure, monitor and manage your data

Action-Oriented Data Governance



3 Key Data Quality Steps

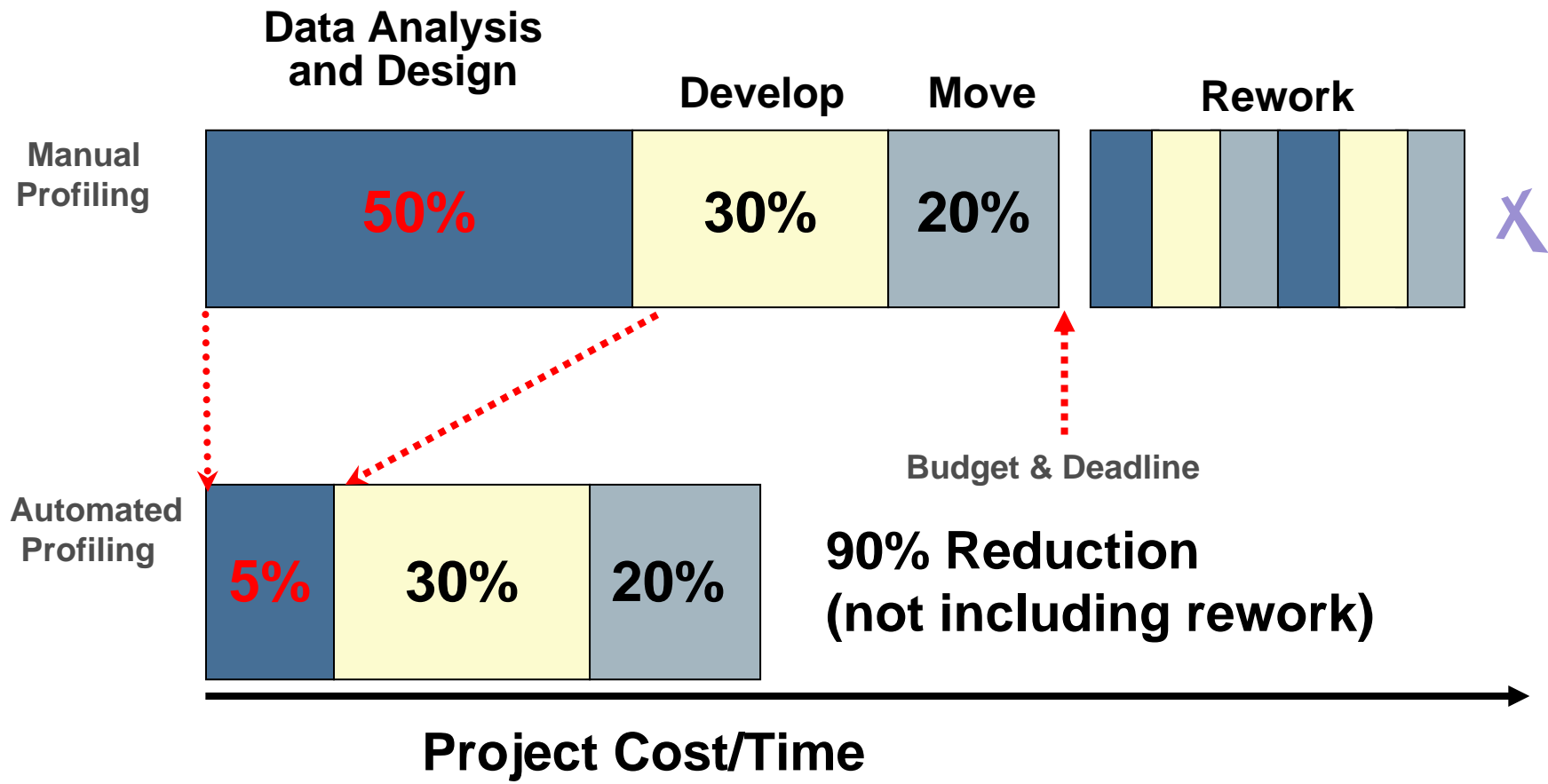
- Data Profiling and Discovery
 - Automatic discovery of potential data issues
 - Investigation of scale and causes
 - Determine scope and resolution of problems
- Data Quality Cleansing
 - Customize pre-built rules
 - Apply in batch during migrations
 - Real-time Integration into applications
- Data Quality Monitoring
 - Identify key data quality metrics
 - Monitor and measure over time



Alerts

Trends

Why Data Profiling & Discovery?



- Automate data profiling
- Collaboration between information workers
 - Business analysts, data stewards, data analysts, decision makers
- Provide view of data issues in context
 - Technical data quality (structure, formats, integrity, content)
 - Business data quality (business rules, data domains, reference data, business context)
- Create standards and monitor

White papers available at www.trilliumsoftware.com

Data Quality Essentials: For any Data-Intensive Project
Improving data migration with automated data profiling
The ROI of data quality
Building a tangible ROI for data quality
Realizing Master Data Management

Thank You

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