

TECHNOLOGY TRANSFER PRESENTS

DANETTE **McGILVRAY**

TEN STEPS TO
DATA QUALITY

JUNE 18-20, 2012
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

DESCRIPTION

Simply put, Information Quality is providing the right set of accurate information, at the correct time and place, to the correct people. However, ensuring quality information is far from simple.

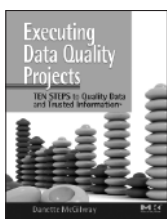
Do these situations sound familiar?

- Business Intelligence (BI) and Data Warehouse projects provide new challenges to members of the project team. Data that previously met individual Business process, operational, or analytical needs are being integrated and must now fulfill multiple reporting requirements. Data Quality issues uncovered as a result of the integration often delay project timelines and increase budgets or users are distrustful of the information that is provided
- Information Quality can make or break ERP (Enterprise Resource Planning) projects – it can help a project stay on time and within budget or break the project by increasing project costs and timelines due to poor quality data. Once the ERP is in production, there are also Data Quality challenges due to managing data in an integrated environment
- Maybe you have been addressing Data quality in an ad-hoc fashion or you have only been correcting data and had no focus on preventing root causes. The Business is feeling the effects of poor quality data because of incorrect billings and customer complaints. You are ready to formalize your approach to Data Quality and need some help

Whether you are just starting your project or are already in production, it is not unusual to find that Information Quality issues prevent the company from realizing the full benefit of their investment in the new systems. You will learn practical approaches to improving the quality of information critical to your organization, satisfying customers, and achieving company goals.

If you working on real Data Quality-related projects that need real results, this is the seminar for you. What is presented applies to any kind of data in any industry. Those from all organizations – for-profit businesses, education, government, healthcare, and nonprofits – can benefit from what is learned here because all depend on information to support what they provide. Both foundational Data Quality concepts and practical instruction are included. Lecture, discussion, and individual and group exercises are an integral part of the course.

Come with your particular needs in mind and ready to participate as this is a highly interactive workshop. Learn how to apply to your situation and leave with realistic methods for improving Information Quality.



The course is based on the extensive experience of the trainer/author/consultant and the book **“Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™”** (Morgan Kaufmann Publishers, 2008) by Danette McGilvray.

YOU WILL LEARN

Key topics include:

- The Framework for Information Quality
- The Information Life Cycle
- The Ten Step™ process
- Analyzing the information environment
- Assessing Data Quality and Business impact
- Conducting root cause analysis
- Implementing controls
- Essential communication to meet Information Quality needs
- Real-life application of the framework and methodology

Attendees will be able to:

- State their current Data Quality challenges and objectives
- Understand concepts fundamental to Data Quality Management, such as the Framework for Information Quality, Data Quality dimensions, Business impact techniques, root cause analysis techniques etc
- Choose the appropriate steps/activities from the Ten Steps process to address their Business needs
- Practice many of the techniques during the seminar
- Obtain templates and examples to apply to their own situations

WHO SHOULD ATTEND

- Individual Contributors and Team Members responsible for or interested in the quality of data in their Business processes, systems, or databases. This includes those in roles such as a:
 - Data Analysts
 - Data Quality Analysts
 - Business Analysts
 - Data Designers/Modelers
 - Data Stewards
 - Application Developers
- This class has also proven helpful for some Managers and Project Managers as they also need to understand what is involved in data quality. They are the ones who hire and assign people's time and are called upon to remove roadblocks to Data Quality work

DOCUMENTATION

Along with the seminar materials, delegates will receive a copy of the book "**Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™**" by Danette McGilvray. This will be an excellent reference for future projects and situations they encounter.

1. The Data and Information Quality Challenge

- Information and Data Quality defined
- Approaches to Data Quality in projects
- The Ten Steps™ methodology – key concepts plus the Ten Steps™ process

2. Key Concepts – A necessary foundation for understanding Information Quality

- Framework for Information Quality (FIQ) - Components that impact information quality:
 - Business Goals/Strategy/Issues/ Opportunities
 - Information Life Cycle (POS-MAD – Plan, Obtain, Store and Share, Maintain, Apply, Dispose)
 - Key Components that affect Information Quality (Data, Processes, People/Organizations, Technology)
 - Interaction between the Information Life Cycle and the Key Components
 - Location (Where) and Time (When and How Long)
 - Broad-Impact Components (RRISC – Requirements and Constraints, Responsibility, Improvement and Prevention, Structure and Meaning, Communication, Change)
- Information and Data Quality Improvement Cycle (Assess, Analyze, Action)
- Data Governance, Stewardship, and Data Quality

3. Step-by-Step: The Ten Steps™ Process

- Each of the Ten Steps is covered in the seminar with instructions, techniques, examples, templates and best practices
- Data Quality tools will also be discussed in the applicable steps
- Exercises give attendees the opportunity to practice what is learned

Step 1 – Determine Business Need and Approach

- Define and agree on the issue, the opportunity, or the goal to guide all work done throughout the project
- Refer to this step throughout the other steps in order to keep the goal at the forefront of all activities

Step 2 – Analyze Information Environment

- Gather, compile, and analyze information about the current situation and the information environment
- Document and verify the information life cycle, which provides a basis for future steps, ensures that relevant data are being assessed, and helps discover root causes
- Design the data capture and assessment plan

Step 3 – Assess Data Quality

- Evaluate Data Quality for the Data Quality dimensions applicable to the issue
- The assessment results provide a basis for future steps, such as identifying root causes and needed improvements and data corrections

Step 4 – Assess Business Impact

- Using a variety of techniques, determine the impact of poor-quality data on the Business
- This step provides input to establish the Business case for improvement, to gain support for information quality, and to determine appropriate investments in your information resource

Step 5 – Identify Root Causes

- Identify and prioritize the true causes of the Data Quality problems
- Develop specific recommendations for addressing the problems

Step 6 – Develop Improvement Plans

- Finalize specific recommendations for action
- Develop improvement plans based on the recommendations
- Establish ownership for implementation

Step 7 – Prevent Future Data Errors

- Implement solutions that address the root causes of the Data Quality problems

Step 8 – Correct Current Data Errors

- Implement steps to make appropriate data corrections

Step 9 – Implement Controls

- Monitor and verify the improvements that were implemented
- Maintain improved results by standardizing, documenting, and continuously monitoring appropriate improvements

Step 10 – Communicate Actions and Results

- Document and communicate the outcome of quality tests, improvements made, and results of those improvements
- Communication is so important that it is part of every step

<p>PARTICIPATION FEE</p> <p>€ 1600</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within June 4, 2012</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior to the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Registration fee:
€ 1600

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

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city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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Danette McGilvray is president and principal of Granite Falls Consulting Inc., a firm that helps organizations increase their success by addressing the Information Quality and Data Governance aspects of their Business efforts. Focusing on bottom-line results, Mrs McGilvray helps organizations enhance the value of their information assets by naturally incorporating Information quality Management into the Business. She also emphasizes communication and the human aspect of Information Quality and Governance. She is the author of “**Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™**” (Morgan Kaufmann, 2008).

An internationally respected expert, her Ten Steps™ approach to Information Quality has been embraced as a proven method for both understanding and creating Information and Data Quality in the Enterprise. Her trademarked approach, in which she has trained Fortune 500 clients and thousands of workshop attendees, applies to all types of data and all organizations. Her book is used as a textbook in university graduate programs and has been translated into Chinese. Mrs. McGilvray is an invited speaker at conferences around the world. She contributes articles to various industry journals and newsletters and has been profiled in PC Week and HP Measure Magazine. She was invited to the People’s Republic of China to discuss roles and opportunities for women in the computer field. She is a faculty member for The Data Warehousing Institute (TDWI). In 2009, she received the Professional Achievement Award from the Jon M. Huntsman School of Business at Utah State University in Logan, Utah. She is a founding member of the International Association for Information and Data Quality Professionals (IAIDQ) and an active member of DAMA International.