

Enterprise Data Management Conference, Sydney

Conference Report by Daragh O'Brien

On behalf of the IAIDQ, I'd like to extend my sincerest thanks to the organizers of the Enterprise Data Management Strategy Conference, for allowing the IAIDQ to play a principal role in the Sydney conference. We all learned a lot from this mutually rewarding experience.

Grant Robinson (IAIDQ VP for Web Services) chaired Day One, with Keith Underdown (British IAIDQ CoP) and myself (Irish CoP) as keynote speakers. We don't often find ourselves addressing an audience of predominately government sector representatives, but this experience bears out the fact that *everyone* has the same IQ problems.

Also on Day One, Paul Ormonde-James (Group Business Intelligence Manager, MBF) emphasized: the need for executive buy-in by identifying current costs / losses due to bad decisions based on poor data management; that DQ is not a project, but rather a journey that does get easier; and that DQ is best expressed in terms relevant to real decision making, not simply as reports. Later that day, discussions revolved around "Fitness for Purpose" as a definition of IQ. This issue was debated at length in the "Ask the Experts" forum; delegates eventually agreed that "Fit for Purpose" was too narrow a measure, and did not support sustained improvement.

In Day Two, which I chaired, delegates heard from speakers such as Graham Witt (co-author of *Data Modeling Essentials*) on the thorny topic of modeling business rules that are dependent on time. Grant Robinson also shared his take on the practical side of continuous IQ Improvement. His presentation led to calls from the floor for his templates to be shared with other (government) organizations. Grant's colleague, William Leader, later joined him in Q&A, and contributed to the brainstorming session that followed.

The brainstorm was very useful and helped tie the event together. Keith, Grant and I asked the delegates to write down the 2 or 3 key learning points that they would take away from the conference (see sidebar). Grant also generated interest from attendees based in Australia and New Zealand to start putting together a Community of Practice for that part of the world.

Day Two ended with a call to action – to eliminate the distinction between Business and Information Technology, and to tackle instead the area where Business and Technology overlap – the Information. In this way we can, as Heinz Corporation founder H.J Heinz said, "do the common things uncommonly well."

Summary of Learning Points

(According to Delegate Survey)
Enterprise Data Quality Conference
Sydney, 28-29 November 2005

- Driver of IQ is Business (not IT) (10)
- Senior manager uptake (6)
- Target managers in their language (4)
- Savings (4)
- Importance of metadata (4)
- IQ depends on shared Business Processes (2)
- Standardization is essential (2)
- Meaningful data validation (2)
- Need for IQ framework (2)
- Need for formal strategy (2)
- Go for quick wins (2)
- Continuous improvement (2)
- Garbage in = Garbage Out (GIGO); so fix data at source (2)
- Start with small IQ projects, repeat
- Have positive outcome, timeframe
- Need business custodians
- Data quality is a business enabler
- Reduce silos (and silo data)
- Everyone has similar problems
- Communicate x 3
- DQ cleansing process and priority
- Change the culture
- Use meaningful metrics, Scorecard
- Examples are valuable

IAIDQ British Community of Practice

The IAIDQ is pleased to announce the formation of the **British Community of Practice** (BritCoP). This CoP covers the British Isles with the exception of the Republic of Ireland, where a separate CoP is planned.

Members living or working in England, Wales, Scotland, Northern Ireland, the Channel Islands and the Isle of Man shall be considered members of this CoP unless they choose otherwise.

The Primary Objective of the CoP is to promote the Aims and Objectives of the IAIDQ within its defined geographical area.

Specifically within its geographical context it will:

- **Sponsor links** between government (e.g. The Information Commission), academic institutions, users, professional bodies, and suppliers in the field of IDQ to develop and publicize standards for Information Management;
- Work with appropriate bodies to **develop a certification process for IQM professionals**. This is likely to include the British Computer Society and the teaching departments of those universities with a specialization in IQM;
- Partner with like-minded bodies outside its geographical areas to **develop European and or international standards**;
- **Encourage research partnerships** between academics and professionals; and
- **Develop supra-national groupings of CoPs** to influence decision-makers from pan-national bodies, e.g., the EU.

IAIDQ British CoP

Officers and Contacts

- **Chairman, Keith Underdown**
of AKMA Consultancy
Keith.Underdown@iaidq.org
- **Secretary, Steve Tuck**
of Datanomic
Steve.Tuck@iaidq.org
- **Public Relations, Gary Palmer**
of Sweet and Maxwell
Gary.Palmer@iaidq.org

British members of the IAIDQ are invited to become involved in the British CoP. A calendar of events and activities will be published shortly. Details will be emailed to all subscribers.

The British CoP is now involved in an initiative in conjunction with the Home Office “to consider a charter for Information and Data Quality management, and to define a broad industry badge of excellence in IDQ.” BritCoP Members are invited to participate in the next meeting, which is planned for 29th January 2006.

Several streams of work are already emerging from the first meeting, held in Nov 2005:

- **Create a list of existing standards** to be included in the award criteria and note which would apply to which government department or industry sector
- **Draft the structure of a maturity model** to be used for quality assessment
- Bring a practical element to the initiative to make it easier to achieve and easier to promote. **Create a timeline and project plan**.
- Start **creating a list of definitions** to avoid confusion. This can build on, or be a sub-set of, the IAIDQ glossary. See <http://iaidq.org/main/glossary.shtml>
- Consider **award names** and ways to promote the idea in private and public sectors.

For more information, or to express an interest to get involved in this CoP, please email any of the officers listed above.

A Charter for IDQ Excellence

***UK initiative to explore opportunities
for a standard company award scheme in IDQ***

The IAIDQ British CoP in conjunction with the UK government Home Office invited selected interested parties to participate in a workshop whose aim was:

“To consider a charter for Information and Data Quality management and to define a broad industry badge of excellence in IDQ”

The first meeting took place in London on 15th November 2005 and was attended by 11 people from both private enterprise and from government departments.

The workshop was facilitated by Steve Hodge (AKMA Consulting) and chaired by Peter Griffiths (Home Office). The meeting was structured to cover:

- Scope
- Standards
- Quality Assessment
- Certification process
- Promotion and Awareness

There was a strong consensus amongst attendees that this was a worthwhile initiative. Attendees agreed to continue meeting and to form working groups throughout 2006 to deliver the framework for an award standard.

The meeting was conducted under Chatham House rules: attendees are free to discuss any topic, and discussions can be reported. However individuals and their organizations remain anonymous outside the meeting.

This is an exciting initiative that places the IAIDQ in the UK firmly at the center of the increasing awareness of the importance of IQM, both within the industry and also within the government and public sectors.

Although the press has recently reported on IQ issues within UK government departments and services, government delegates still account for a much smaller percentage of attendees in UK conferences when compared to the recently concluded IQM conference in Australia. This initiative is therefore an opportunity to spread the word within the UK.

Minutes of the first meeting can be obtained on request from keith.underdown@iaidq.org

The next meeting date has been set for 29th January 2006 in London and invitations will be sent to British CoP members.

Forthcoming Events

Up-to-date **Calendar of Forthcoming Activities** is online at iaidq.org/main/calendar.shtml

28 Feb - 1 Mar 2006	International Quality & Productivity Centre Call Center IQ: Customer data integration http://www.iqpc.com/cgi-bin/templates/singlecell.html?topic=528&event=9202 <i>25% discount to IAIDQ members. Use the VIP code located in the Members Zone</i>	Atlanta GA USA
6-10 Mar 2006	TIQM® MASTERY SERIES: A Comprehensive Training Program for TIQM Certification (Total Information Quality Management) http://www.infoimpact.com/ebrochure/ <i>10% discount to IAIDQ members</i>	Nashville TN USA
27-29 Mar 2006	Information Quality Improvement. Larry English http://www.irmuk.co.uk/46/	London UK
30-31 Mar 2006	Information Stewardship Larry English http://www.irmuk.co.uk/27/	London UK
9-12 April 2006	Ver 1.0 - A workshop on public database verification for journalists and social scientists Institute for Analytic Journalism http://www.ver1point0.org/	Santa Fe, New Mexico USA
23-27 April 2006	The 10th Annual Wilshire Meta-Data Conference and the 18th Annual DAMA International Symposium 7th Annual Conference http://www.wilshireconferences.com/MD2006/	Denver CO USA
12-14 June 2006	Enterprise Architecture Europe 2006 7th Annual Conference http://www.irmuk.co.uk/eac2006/	London UK
30 Oct-2 Nov 2006	Data Management and Information Quality Conference IQ2006, DAMA Conference Europe 2006 and Metadata Europe Conference 2006 http://www.irmuk.co.uk/dm2006/	London UK

Although care has been taken in preparing this Calendar of Events, the Newsletter's Editorial Board and the International Association for Information and Data Quality does not and cannot guarantee the accuracy of the information contained herein.

IAIDQ Website: Help Wanted

IAIDQ seeks help to assist with compiling content for the website. If you can assist us in compiling the Calendar, the Bibliography, or the Glossary, or can assist with preparing other web content of interest to IAIDQ members, please contact our webmaster via email at grant.robinson@iaidq.org

Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for the **April 2006** issue of the Newsletter.

WHEN: March 17, 2006 (Friday) Submission Deadline

WHAT: Articles (1000-1250 words)
Tips / Best Practices (400-650 words)
Recent DQ News (40-500 words)
Association News in Photos (single photo with a one-paragraph caption)
Upcoming DQ Events (event title, location, link to more information)

HOW: Send contributions in editable electronic medium
(preferably MS Word)
via email to editor@iaidq.org

Detailed submission guidelines are available by request. Please email the editor.

We also welcome any comments or suggestions you may have regarding our Newsletter. Please do not hesitate to contact Michelle Dy [michelle.dy@iaidq.org] or Andrew Kinnear [andrew.kinnear@iaidq.org].

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If you are interested in joining the Newsletter Working Group, please contact the Editor-in-Chief via email [editor@iaidq.org].

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