

## IAIDQ Book Club Meeting Highlights

By Donald E. Carlson, Grant Robinson, and Danette McGilvray

### JULY 2006 MEETING

Members from 4 countries (and four continents) participated in the July 2006 Book Club meeting to discuss the following chapters from *Enterprise Knowledge Management: The Data Quality Approach* by David Loshin:

- Chapter 5: Dimensions of Data Quality
- Chapter 9: Measurement and Current State Assessment
- Chapter 12: Rule-based Data Quality

Of the 5 dimensional categories that David uses, two were discussed in detail:

- Participants noted the importance of good data models (whether these be new models or model updates) to the data quality program.
- Information Policies are a driving force for the data quality program. Participants discussed information policies in their respective organizations. One best practice mentioned: have a policy for data modeling practices.

The dimension of data lineage appears in other parts of David's book, and participants highlighted the importance of data lineage to regulatory requirements in financial services. Key point: keeping track of data lineage helped identify many other data quality issues and therefore enabled preventive data quality activities. We also discussed the link between data lineage and the information life cycle / chain.

The data quality dimensions have suggested measures in chapter 9 that offer readers wide variety of measures to pick from. It was suggested to use Loshin's sentinel concept to identify the "critical few" to start with.

The use of the business rules approach to data quality was discussed with the following points: Keep the rules updated and synchronized by the business, use the data stewards! There are good rule documentation methodologies available. Processes are needed to manage rule approvals and conflict resolution. Some of the participants described the business rules activities and successes they have had in their companies.

### AUGUST 2006 MEETING

The August Book Club meeting continued discussion of Loshin's book, covering:

- Chapter 15: Root Cause Analysis and Supplier Management
- Chapter 18: Building the Data Quality Practice

Members discussed Loshin's five general steps in determining a root cause, and shared experiences with these analyses in their organizations. We also discussed the road map for tracing incorrect data back to its origin, and the ways Loshin segregates the problems when debugging a problem.

Discussion of the data quality practice touched on issues of data ownership/stewardship/custodianship and the data quality scorecard.

**SEPTEMBER 2006 MEETING**

Our September Book Club discussion covered the business value of strategy maps and information chains, the economic impact of data quality improvement programs, and data quality scorecards. We discussed three articles:

- Chapter 4: Economic Framework of Data Quality and the Value Proposition (from Loshin's book)
- *Getting IQ on the Map* by Daragh O'Brien published in the July IDQ Newsletter
- *Strategy Execution: Mapping the Path to the Future* by George Veth published in DM Review

Highlight of the discussion include:

- Strategy Maps help highlight DQ efforts to top management and provide visibility
- It is good to link revenue goals to the DQ program
- It is easier to get funding when the DQ initiative is aligned strategically
- The strategy map can raise awareness about the IQ program to a high level in the organization or drive it from the top down
- Where's the role clarity? DQ programs require clear custodial roles. Participants felt that roles are clearly critical even though they show up at a lower level
- Strategy maps used in conjunction with business drivers can help create ROI for the IQ program – something executives want
- The information chain is a good way to organize the DQ work items
- Data Quality Scorecard examples discussed included:
  - Scorecards for key subject areas, where metrics are tracked for each subject
  - Focus the scorecard on the “points of pain”
  - Measure improvements in sales targets
  - Improved Compliance, particularly for anti-money laundering and Sarbanes-Oxley. Clearly, compliance requirements are driving some DQ projects.

**Forthcoming Events in 2006**

Up-to-date **Calendar of Forthcoming Activities** is online at [iaidq.org/main/calendar.shtml](http://iaidq.org/main/calendar.shtml)

30 Oct-2 Nov 2006	Data Management and Information Quality Conference IQ2006, DAMA Conference Europe 2006 and Metadata Europe Conference 2006 <i>10% discount to IAIDQ members</i>	London UK
10 - 12 Nov 2006	11th International Conference on Information Quality ICIQ-06 Massachusetts Institute of Technology	Cambridge MA USA
14-15 Nov 2006	Human Error Prevention BW (Ben) Marguglio	Philadelphia PA USA
16-17 Nov 2006	Problem Reporting, Root Cause Analysis, & Corrective Action BW (Ben) Marguglio	Philadelphia PA USA
16-17 Nov 2006	"Information Quality Improvement" Seminar James Funk	Philadelphia PA USA

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 in this Calendar of Events.

## Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for the **January 2007** issue of the Newsletter.

**WHEN:** December 8, 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](mailto: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](mailto:michelle.dy@iaidq.org)] or Andrew Kinnear [[andrew.kinnear@iaidq.org](mailto: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](mailto:editor@iaidq.org)].

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