

Data Quality Assessment for Master Data Management

DELIVERABLE: DATA ANALYSIS AND RECOMMENDATIONS REPORT

- Reliable data quality metrics definition
- Baseline data quality measurement
- Capability maturity model for data quality assessment
- Data quality best practices
- Strategy for ongoing data quality management and improvement

DATA QUALITY AUDIT SERVICE TEAM

The Initiate Business Management consulting team has helped hundreds of organizations successfully implement and realize quick return on their MDM investment. They combine extensive business management consulting experience with systems integration expertise, structured methodologies and proven data profiling and quality technologies and techniques to deliver the valuable assessment.

Assessing Your Data Quality

Successful and ongoing improvement of enterprise data requires an insightful, strategic and tactical strategy. The data quality audit service leverages customer experience to tackle the data quality challenge and address these three key deliverables.

Business Insight

A pragmatic approach enhancing data quality must consider the immediate needs of business applications and projects. Initiate consultants work with customers to identify the most critical areas affected by data quality issues, then each is analyzed and prioritized based on their business impact and the costs and risks of the solution. Finally, recommendations are made on cost-effective solutions.

Reliable Metrics

Measurement and a demonstrated improvement of data quality within your organization will qualify and substantiate your project. Initiate consultants work with you to identify key data profiling metrics that fit your organization. We leverage data profiling technologies and Initiate Master Data Service® software to establish key baseline metrics and set ongoing measurement. Additionally, our analysis provides recommendation for data quality improvement processes, procedures and required data stewardship organization and resources.

Communication Strategy

Ongoing data quality improvements require all parties within the organization to be aware of the necessary changes to processes and procedures to support the initiative, and a framework for governing the changes should be communicated. With this service, Initiate consultants help you identify key channels to communicate data quality metrics to the necessary data governance and executive management team members to ensure effective communication and project success, awareness and enterprise-wide alignment.

Data Quality Assessment Delivery

With this service, the Initiate team works with your team to deliver the assessment using a defined audit methodology. Together, we outline and deliver a clear set of affected business processes, metrics and communications to deliver an effective and useful Data Quality Assessment

Business owners, IT management, operations, data analysts, data stewards and representatives of the data governance organization are interviewed to understand and prioritize key data quality issues. These issues are then mapped to business

“Data Quality is one key component of a successful data strategy and governance initiative and is a core requirement for master data management”

Master Data Management and Customer Data Integration for a Global Enterprise
—Alex Berson and Larry Dubov

applications and processes, critical decision making, and on-going projects with dependencies of specific data quality issues. Initiate consultants facilitate these data quality discussions to help the organizations develop understanding of their data quality issues and a root cause.

Once issues are identified, Initiate® technology is used to profile and establish a baseline picture of the quality of critical data sets. Data profiling metrics including record-level metrics, table-level metrics, data integrity metrics, data source metrics and cross data source quantitative characteristics are all considered. If applicable, benchmarking against 3rd party data sources is then performed. Finally, the effects of data validation and standardization and other improvement options are considered throughout the data lifecycle. Example recommendations include improved utility of ETL, data quality tools, and data stewardship processes, procedures and technologies.

Data profiling metrics help data analysts, data managers and stewards to develop insights into the data quality issues, and it is imperative that metrics are developed to enable an executive management oversight and empower enterprise data governance. Initiate consultants work with your team to define the key data quality principles and metrics for data governance and executive management oversight. We determine the maturity of data governance in terms of these metrics and recommend business process changes, organizational changes and other activities aimed at continuous measurement and improvement of data quality and management of data as an important enterprise asset.

Finally, Initiate consultants work with your key personnel to deliver a document outlining the key findings along with a business impact of the discovered data quality issues. They determine the data quality maturity against industry standards and competition and help present and socialize the findings and recommendations within the organization and executive management.

Duration

Your MDM business case is typically delivered in 8-10 weeks; however, the duration may expand or contract depending on the number of project stakeholders and geographic locations for interviews and workshops.

For more information on how Initiate Systems Business Management Consulting Services can help with your master data management efforts, visit www.initiate.com/services.