infoblueprint
QUALITY DATA. QUALITY BUSINESS

How valuable is reliable information to you and your company?

Success in business depends on making good decisions, and making good decisions is only possible with trustworthy information. Unfortunately many organisations act on decisions based on information which has not been properly quality-controlled, and is often incomplete, incorrect, misleading and sometimes downright dangerous!

A company's data and information are also assets – extremely valuable assets - even if they don't appear on the balance sheet. Working with potentially untrustworthy data and information of low (or unknown) quality puts you and your organisation at risk: if you know that the information is unreliable you are forced to make tentative or conservative decisions - assumptions at best. Even worse is *not* knowing that the information is unreliable, as this leads to decisions which later turn out to be sub-optimal – in other words *wrong*! Either way – you lose. Sometimes the consequences can be disastrous.

In just about every industry Quality Control is considered to be an essential part of business, but in the 'information production industry' which is a part of every business, it is rarely implemented as an essential part of the process.

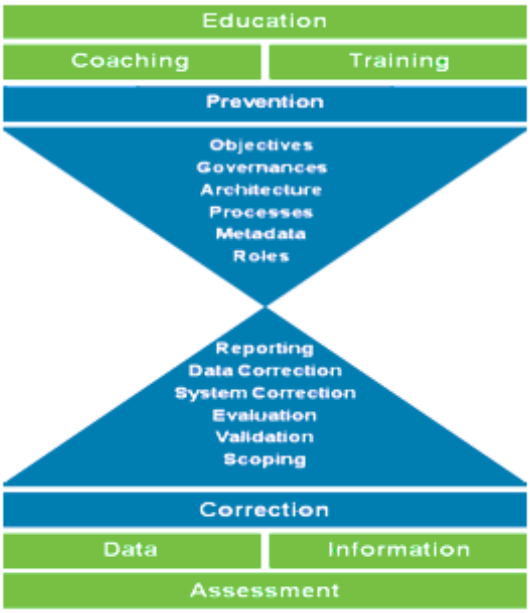
In our increasingly competitive world, can you afford to neglect this valuable asset? After all, information is the *only* re-useable resource that any organisation possesses.

InfoBlueprint understands the risks and costs associated with unreliable data and information. Our quality management experts have developed proven strategies and programmes to identify and quantify all information quality issues (even ones you don't yet know about!) and then to implement corrective and preventive improvements to maximise your 'ROII' (Return on Investment in Information).

We can help organisations to improve data and information quality across a wide range of industries and business departments, with benefits such as:

- Improved ROI from Marketing activities
- Higher value Business Intelligence
- Better Risk Management
- Reduction of costly error investigation and associated rework
- Auditable processes for Corporate Governance and other legal requirements
- Migrations to new applications
- Master Data Management and Customer Data Integration
- Data services for SOA

We have developed well structured and disciplined methodologies – ***Blueprints*** – in order to assist you to implement corrective improvements and preventive measures for your corporate data assets. All our methodologies are founded within a consistent framework, ensuring well controlled projects, and maximum benefit to your business in the shortest time possible.



The **InfoBlueprint** Framework

Whatever your business, it will work better with reliable, high-quality data and information.

Quality Control for data and information will save you money and reduce your exposure to risk.

How do we help you improve the quality of your data and information?

(And thereby improve the value of your business)

All businesses and organisation depend on accurate and reliable information to be efficient and successful, but high-quality information can only be created from high-quality data, and this is where **InfoBlueprint** can help.

We can help you to:

- Quantify data and information quality using proven and objective measurement techniques,
- Evaluate and prioritise improvement action in line with your goals: to reduce risk, improve efficiency, cut costs, enhance decision making, maximise ROII,
- Develop and implement programmes for fixing existing data and information quality problems, to gain a significant and immediate benefit for all business applications, ('corrective' data and information quality improvement),
- Develop and implement programmes for addressing the root cause of the problem, to ensure that data collection and manipulation processes have 'quality-control' built into them. ('preventive' data and information quality improvement),
- Develop and implement education and coaching programmes to (re-)introduce a 'quality-minded culture', into specific departments, so that 'quality' becomes the norm,
- Migrate legacy data to new applications, such as ERP or CRM systems,
- Prepare data for MDM, CDI and SOA initiatives,
- Decide on the optimal mix of people, processes and tools for all your data management needs.

Independent surveys conducted by several leading Industry Watchers (eg. Gartner, Forrester, Butler Group), all conclude that data quality is still a major barrier to maximizing the business benefits of BI (Business Intelligence), CRM (Customer Relationship Management), Corporate Governance and Risk Management. In fact, better quality data will benefit all areas of operation and performance reporting.

So where to start?

The first step towards improvement is to conduct an **InfoBlueprint** Data/Information Quality Assessment. This non-intrusive measurement will quantify all quality issues uncovered in the data within scope. This objective insight will show you the areas where quality needs to be improved, and allow you to prioritise any improvement actions to get the best ROI. At the end of the Assessment we will present an Action Plan detailing how each quality issue should be addressed, and the timescale and resources required.

Please contact **InfoBlueprint** for a no obligation initial discussion on how we could help you to realise the full benefits from improved data and information quality.

Data Management and Information Quality Specialists

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