NIGEL TURNER

Data Quality

A "must" for the Business Success

ONLINE LIVE STREAMING

NOVEMBER 22-23, 2023

ABOUT THIS SEMINAR

Many organisations are seeking to become data driven and are investing heavily in new technologies to make it happen. But this investment will not deliver its promised benefits unless the data itself on which it depends is fit for purpose and of the required quality. Having accurate, complete and reliable data is a 'must have' for any digital business or organisation.

One of the oldest rules in Data Management is 'Garbage in, Garbage Out'. If data is of poor quality other Data Management disciplines can never fulfil their promise. Business Intelligence initiatives will generate information and outcomes that cannot be relied on, leading to poor decision making. Master Data Management will fail to deliver a single, integrated view of a customer or product. Artificial Intelligence and Machine Learning will deliver faulty insights and generate misguided actions. All Data Management disciplines rely on a sound and trusted data foundation, but all too often this is not the case.

Worse still, poor data Quality has a significant direct and adverse impact on the business or organisation itself. When data is not fit for business purposes, revenue is lost, unnecessary costs are incurred, productivity and efficiency suffer, and the risks of breaching regulatory and legal requirements (for instance with GDPR) are greatly increased. Poor Quality data can damage the brand and reputation of any organisation.

Despite this, the reality is that data Quality in most organisations remains poor, and often very poor. A major study conducted by The Harvard Business Review and MIT in 2017 found that fully 97% of records surveyed in key organisational databases contained critical data Quality errors. Other surveys since have reinforced these findings and so identifying and tackling data Quality issues is a top priority for any organisation which seeks to extract the maximum value from its data assets.

In this two day seminar and workshop Nigel Turner will answer a number of fundamental questions that need to be answered to deliver fit for purpose data Quality. These include:

• What is good data Quality?
• Why should I care about it?
• How do I know what my main data Quality problems are?
• What is the impact of these on my organisation and how can this be measured?
• How do I make the case for action?
• What data Quality problems should I seek to address first?
• How can these data Quality problems be fixed or improved?
• Who should be responsible for taking action?
• How can I ensure that I prevent future data Quality problems as the volume, variety and velocity of data increases?

The seminar will help you answer these questions by taking you through a five step approach to identify, deliver and sustain data Quality improvement. The five steps of Assess, Baseline, Converge, Develop & Evaluate (A2E) provide a simple framework and methodology to enable data Quality to be tackled in a systematic and repeatable way. The seminar will also contain workshop exercises to help participants apply the approach before doing it for real back in their own organisations.

WHAT YOU WILL LEARN

• Understand what 'fit for purpose' data is, and is not
• Define data Quality
• Describe the dimensions of data Quality
• Know the main causes of poor data Quality
• Highlight the impact of poor data Quality, both on individuals and organisations
• Understand the relationship between data Quality and other Data Management disciplines
• Highlight the shortcomings of traditional ways of tackling poor data Quality and the importance of a holistic approach, involving the data itself, people, process and technology
• Learn the five steps of the Data Quality Framework approach (Assess, Baseline, Converge, Develop & Evaluate) and how to apply them to identify, prioritise and address data Quality problems
• Specify and apply the main activities and deliverables of each of the five steps
• Be able to understand and develop business rules to baseline data Quality and to set improvement thresholds
• Be aware of software tools that can help to support and automate the A2E approach, including Artificial Intelligence and Machine Learning technologies
• Understand what future data Quality challenges organisations will face and how data Quality approaches and techniques are evolving to address these

Attending this two day virtual seminar will ensure that you set off on the right path to successful and sustainable data Quality in your organisation and ensure that you align your data Quality improvements with priority Business needs.

This seminar is based on the personal practical experience of the seminar leader in helping many organisations design and deliver successful data Quality programmes and projects. It will therefore include many best practice tips and suggestions to help you implement data Quality improvement successfully in your organisation.

WHO SHOULD ATTEND

Individuals and teams who are playing, or would like to play, an active role in the improvement of data Quality within their organisation. It will also be of interest to anyone working in a relevant Business or IT role who wants to know more about data Quality concepts and best practices.

Typical roles who will benefit from this seminar include:

• Data Quality Specialists and Practitioners
• Heads of Data Governance & their Teams
• Chief Data Officers & their Teams
• Data Owners
• Data Stewards
• Information Strategists & Data Architects
• Technical Architects
• IT Managers
• IT Consultants & Practitioners
• Business Analysts
• Business Intelligence Specialists
• Master Data Management Practitioners
• All business roles who have a strong interest in data Quality and its management

OUTLINE

1. Introduction to Data Quality

• Define data Quality and fit for purpose data
• Understand the data lifecycle and highlight the importance of data Quality at each stage of the lifecycle
• Recognise the causes of poor data Quality
• Understand its impact on individuals and organisations
• Identify the fundamental relationship of data Quality to other Data Management disciplines

2. Holistic Approaches to Data Quality Improvement

• Highlight why traditional approaches to data Quality improvement have had limited success
• Recognise the need for a holistic approach encompassing people, process and technology
• Provide an overview of a five step Data Quality Framework
• Highlight the benefits of using a Data Quality Framework

3. Data Quality Framework Stage 1: Assess

• Understand your organisation's data Quality needs - for today and tomorrow
• Identify key data Quality stakeholders
• Evaluate data Quality 'fitness for purpose'
• Uncover and tackle data Quality problems
• Apply this to the Data Management lifecycle

4. Data Quality Framework Stage 2 : Baseline

• Introduce the Data Quality Dimensions
• Understand how to profile data sources - how to baseline and quantify data Quality
• Assess the organisational impact of data Quality problems
• Making the overall business case for action

5. Data Quality Framework Stage 3: Converge

• Prioritise data Quality requirements and problems
• Produce detailed data Quality improvement Business cases
• Gaining Business and IT commitment to improvement

6. Data Quality Framework Stage 4: Develop

• Form data Quality improvement teams
• Identify key roles and responsibilities
• Analyse root causes of data Quality problems
• Outline the importance of data Quality business rules, strong data lineage and detailed metadata
• Create and deliver Data Improvement Plans (DIPs)
• Learn to reduce errors, inefficiencies and other flaws that can occur when accessing, sharing and transferring data
• Outline best practices for validating and cleaning data

7. Data Quality Framework Stage 5: Evaluate

• Recognise the importance of managing data Quality assurance and improvement as a continuous process throughout the data lifecycle
• Be aware of useful tools and technologies which support continuous improvement
• Understand how to sustain data Quality through Data Governance
• Design and deploy systematic data Quality monitoring and reporting
• Know how to highlight the benefits of better data Quality

8.The Future of Data Quality

• Future data Quality challenges
• The interdependence of data Quality and Artificial
  Intelligence and Machine Learning
• How to prevent new data Quality problems

9. Summary & Conclusions

• Key messages and practices
• Preparing to tackle data Quality in your organisation
• Final thoughts
• Follow ups

SPEAKER

Nigel Turner is Principal Information Management Consultant EMEA at Global Data Strategy. He is also a long standing Data Management Association (DAMA) UK Committee member.

Nigel has worked in Information Management for over 25 years, both as an in-house implementer of Information Management solutions at British Telecommunications (BT) plc and subsequently as an external consultant to more than 150 clients, including the Environment Agency, British Gas, HSBC, Intel US and others.

Nigel is a well-known thought leader in Data Management, has published several white papers & articles and is a regular invited speaker at international Information Management conferences and events.

INFORMATION

PARTICIPATION FEE

€ 1100

The fee includes all seminar documentation.

SEMINAR TIMETABLE

9.30 am - 1.00 pm
2.00 pm - 5.00 pm

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
info@technologytransfer.it

TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)

PAYMENT

Wire transfer to:
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GENERAL CONDITIONS

DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

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.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior 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.

CANCELLATION LIABILITY

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.

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November 22-23, 2023

Registration fee:
€ 1100

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 ....

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Stamp and signature

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