

Information Quality Assessment

Data complexity issues, how to capture and spell out

What is Information Quality Management?

- Data Governance is a quality control discipline for assessing, managing, using, improving, monitoring, maintaining, and protecting information
- Information Quality Management is a sub-discipline of Data Governance concerning the characteristics of information handled, stored, exchanged and published by an organization
- Data Quality means that information is well defined, correct and fits for use
- Quality characteristics of information include: Accessibility, Accuracy, Completeness, Believability, Objectivity, Relevancy, Comprehensibility, etc.

The benefits of high Data Quality

- Higher confidence in decision making
- Improved communication across the organization
- Improved productivity of IT and business resources
- Better accuracy of projections
- Creates a culture of quality awareness and accountability

Information Quality Assessment (IQA) Overview

The Information Quality Assessment (IQA) is the analysis of a customer's overall information quality management processes and supporting solutions. Upon completion of this analysis, an information quality management strategy is provided to the customer as a recommended next step. This offering is useful in ANY information initiative, like BI, EDWH, ERP, CRM, MDM, Data Migration, etc.

Discover and address all the aspects of Information Quality Management: Organizational, Operational, Quality and Definition of Metadata

Information Quality Assessment Content and Objectives

The objective of this Information Quality Assessment (IQA) services offering is to focus on the discovery and analysis of information management quality strategy and provide findings and recommendations of potential next steps:

- Evaluation of data quality, organizational, operational and metadata aspects of Information Management processes to assess overall information quality
- Analysis of selected data stores using IBM InfoSphere Information Integration Software to discover data quality issues on which a company can act upon (IBM will bring along the required SW)
- The outcome of the Information Quality Management Maturity (IQMM) assessment will be summarized, documented and presented, highlighting areas where improvements can be implemented to yield higher quality trusted information with implication on process, organization, accountability and understanding of your information
- Recommendations on how to drive customer's activity towards a more efficient information handling process and organization, achieving better information quality

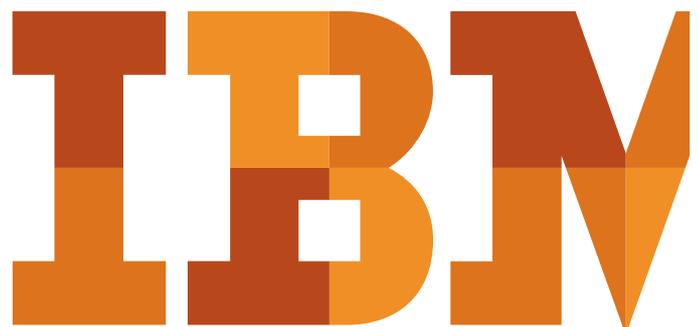
Information Quality Assessment Benefits

- Create an information quality aware organization for higher productivity and improved decision making capabilities
- Drive information quality standards and promote data re-use through meaningful information artifacts and sustainable information quality management processes
- Identify and address data quality issues for immediate impact on operational processes and financial results

Information Quality Assessment Approach

Through a series of interviews and analysis of customer material the IBM team will assess customer's standing on the Information Quality Management Maturity (IQMM) model. The IQMM model address three aspects of Information Quality Management:

1. Management and Organization
2. Function and Operations
3. Metadata Management



Offering Detail Summary

The Information quality value chain (depicted below), facilitates a continuous improvement environment as part of the data integration environment. The four main steps are:



1 Discovery and Verification

Scope: Discover the customer’s issues and concerns and validate them. Identify high level information flows and data stores, discover in-place policies & procedures.

Deliverables: IBM will produce an “IQA Initial Findings Summary” document, containing a validated and prioritized list of information issues to be addressed in the analysis. This document will also contain an inventory of the data sources to be analyzed during the *Scope and Analyze* Phase.

2 Scope and Analyze

Scope: Prioritize, with customer team, what information and domains are highest priority. Analyze agreed set of data sources using IBM Information Integration Software (which IBM bring along), and other means and methods. Determine customer’s current IQMM (Information Quality Maturity Model) level.

Deliverables: IBM will produce an “IQA Data Analysis and Data Quality Assessment” report. This report will contain quality issues found in the analysis. The report will also contain the customer’s current Information Quality Maturity Model (IQMM) level. This level will form the basis for the gap analysis that drives the remediation plan in the next phase.

3 Report and Recommend

Scope: Report out to customer of assessment findings. Presentation of the findings and high level recommendations on next steps towards managing data quality more efficiently.

Deliverables: IBM will produce an “IQA Final Findings Document” that will contain the following:

- GAP analysis between their current IQMM level and their desired IQMM level
- High level recommendation on how to improve their Information Quality Management process

Throughout the execution of all three offerings, IBM will help to coach the organization and management team on how to set new organizational processes in place to improve all aspects of achieving better trusted information.

4 Build and Monitor (not part of the present offering)

This is a next step, implementation phase of a next project. Quality metrics are developed and monitoring mechanism is put in place enabling effective tracking of the data being processed and monitoring quality levels. Ultimately the goal is to maintain trusted information over time. This phase should take place shortly after the assessment (varied according to customer request).

Estimated effort

The offerings will utilize two IBM services specialists who have got a broad architectural knowledge, deep technical skills and best practices expertise. They will be able to run all three phases of the Information Quality Assessment (IQA) in a couple of weeks. The table below illustrates by example the estimated effort of an average scope of a small number of systems for each phase (in hours):

Role	Phase 1. <i>Discovery and Verification</i>	Phase 2. <i>Scope and Analyze</i>	Phase 3. <i>Report and Recommend</i>	<i>Complete Offering</i>
Technical Architect	16 h	40 h	32 h	88 h
Technical Consultant	24 h	40 h	8 h	72 h
Total hours	40 h	80 h	40 h	160 h

Note: The amount of effort and time involved can vary depending on the relevant functional and data scope.

Fore more information

To learn more about IBM Software Services for Information Management and this service offering, please contact your local IBM sales representative or visit: ibm.com/software/data/services

For further information about the Information Quality Assessment offering, please call or e-mail:

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