



# Data Quality Education



## Online Education • Certification • Enterprise Solutions

- Data Quality Fundamentals
- Data Profiling
- Data Parsing, Matching & De-duplication
- Data Quality Assessment
- Data Quality for Data Stewards
- Root Cause Analysis
- Ensuring Data Quality in Data Integration
- Statistical Process Control
- Crafting the Business Case for Data Quality
- Data Stewardship Fundamentals
- Data Governance Fundamentals
- Organizing for Data Quality



## TABLE OF CONTENTS

|                          |       |
|--------------------------|-------|
| ➤ OVERVIEW               | 2     |
| ➤ CURRICULA AT-A-GLANCE  | 3     |
| ➤ CERTIFICATION PROGRAMS | 4     |
| ➤ EDUCATION PROGRAMS     | 5     |
| ➤ ENTERPRISE SOLUTIONS   | 6-7   |
| ➤ COURSE DESCRIPTIONS    | 8-19  |
| ➤ OUR INSTRUCTORS        | 20-21 |
| ➤ OUR CUSTOMERS          | 22-23 |
| ➤ CONTACT US             | 24    |
| ➤ PRICE LIST             | 25    |
| ➤ ABOUT ELEARNINGCURVE   | 25    |

**Data quality** is a key business challenge of the 21st century. Quality has been an issue since the dawn of the IT profession and becomes increasingly challenging as the volumes of data increase and the uses for data expand. Regardless of your roles and responsibilities in business and IT - manager, analyst, or technologist - you will at some time be challenged by data quality issues. And quality is an equal opportunity issue, imposing itself in every aspect from transaction systems to Web content and business intelligence.

Our Data Quality curriculum includes 12 online courses from world leading experts: Kathy Hunter, Theresa Kushner, William McKnight, Arkady Maydanchik, Mark Peco, Tom Redman, Henrik Sørensen, Maria Villar, and David Wells. Our robust Certified Information Management Professional (CIMP) program builds upon education to certify knowledge and understanding of data quality. Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.

## WHAT OUR CUSTOMERS ARE SAYING

**"I would recommend this training to anyone who has an interest in Data Quality."**

I recently completed my CIMP certification in Data Quality. I found the course content to be exactly what I was looking for, with a good balance between theory and real-world examples. Being able to cover the content at my own pace and as time allowed was of enormous value. I feel that I can put the knowledge I have gained during the training into immediate effect in my role in Data Integration. I would recommend this training to anyone who has an interest or involvement in Data Quality.

*Gus McEachen, CIMP - Data Quality, Ireland*

# CURRICULA AT-A-GLANCE

Full course descriptions begin on page 8.

## **Data Quality Fundamentals**

**Instructor:** Dave Wells

Data quality is a large and complex field with many dimensions. This 4-hour course provides an overview of the field of data quality with the goal of building strong foundational knowledge, including terminology, concepts, principles, processes, and practices.

## **Data Profiling**

**Instructor:** Arkady Maydanchik

Data profiling is the process of analyzing actual data and understanding its true structure and meaning. It is one of the most common and important activities in information management. This 5-hour course teaches all practical skills necessary to succeed in a data profiling initiative.

## **Data Parsing, Matching, and De-duplication**

**Instructors:** Kathy Hunter, William McKnight, Henrik Sørensen

To take advantage of the worldwide marketplace, businesses need to manage data globally. This reality poses very specialized and unique kinds of problems in data management. In this 4.5-hour course you will learn to identify and avoid the pitfalls of global information.

## **Data Quality Assessment**

**Instructor:** Arkady Maydanchik

This 6-hour course gives comprehensive treatment to the process and practical challenges of data quality assessment. It starts with systematic treatment of various data quality rules and proceeds to the results analysis and building aggregated data quality scorecard.

## **Data Quality for Data Stewards**

**Instructor:** Arkady Maydanchik and Dave Wells

This 4.5-hour online training course provides an overview of the field of data quality with the goal of building strong fundamental knowledge for data stewards. It covers topics ranging from data quality definitions to key data quality management practices and methodologies as well as core data quality processes and projects.

## **Root Cause Analysis**

**Instructor:** Dave Wells

Understanding why things happen is a fundamental management skill. Through this 4-hour course you will discover the art and science of knowing why. Learn to apply linear thinking, lateral thinking, systems thinking, and critical thinking – independently and in combination – to get to the core of even the most vexing problems.

## **Ensuring Data Quality in Data Integration**

**Instructor:** Arkady Maydanchik

Data errors multiply and spread like viruses through data consolidation processes and ongoing data interfaces. This 5-hour course discusses various practices that can be put in place to maintain high data quality through data integration.

## **Statistical Process Control**

**Instructor:** Mark Peco

This 4-hour course provides an introduction to the concepts, techniques and applications of SPC within the context of information management. The theory of SPC is introduced and the design of control charts is discussed as a basis for describing how a diverse range of data and process quality management challenges can be addressed.

## **Crafting the Business Case for Data Quality**

**Instructor:** Tom Redman

Bad data harms almost all organizations, adding cost to operations, angering customers, and increasing risk. This 3.5-hour course offers a comprehensive analysis of benefits of high-quality data and costs of poor data quality, capped with the process for developing and delivering a powerful and effective business case.

## **Data Stewardship Fundamentals**

**Instructor:** Maria C. Villar

Data Stewards are important leaders in information management programs. This 3.5-hour course provides an overview of the concepts and practices of data stewardship. It covers topics ranging from basic terminology to types of data stewards and their implementation roles and responsibilities.

## **Data Governance Fundamentals**

**Instructors:** Maria C. Villar and Theresa Kushner

This 4-hour course provides an overview of the disciplines of governing data, covers the essential components of an enterprise-wide program, and outlines a roadmap to execute a successful data governance program. An extensive case study illustrates data governance concepts, principles, and practices.

## **Organizing for Data Quality**

**Instructor:** Tom Redman

Much like any other important endeavor, success in data quality depends on having the right people in the right jobs. This 3.5-hour course works through three case studies, while teasing out the principles needed to create successful data quality organizations.



## **CIMP: Demonstrate Mastery. Achieve Success.**

Certification is an important tool for job seekers and for employers seeking to hire the most qualified people. eLearningCurve offers a robust certification program, Certified Information Management Professional (CIMP) that builds upon education to certify knowledge and understanding of information management.

**The CIMP – Data Quality** designation makes a clear statement that you have learned from the industry leaders and have demonstrated thorough understanding of data quality by passing several challenging exams.

For the true experts and standard bearers in the industry we offer the second level of CIMP certification - **CIMP Ex**. To earn the CIMP Ex designation you must demonstrate a combination of great **Expertise**, **Experience**, and **Excellence**.

### **WHAT SETS CIMP APART?**

**Rigorous exam system:** We go beyond the basics. Rather than testing for knowledge that any industry professional should know, CIMP exams test an in-depth knowledge, comprehensive understanding, and ability to apply various concepts to a problem. You can be proud of your achievement of the CIMP designation, and hiring managers can be sure they are getting a highly knowledgeable employee.

**Education to support certification:** We believe that the best way to ensure success is to combine meaningful industry experience with thorough academic study. To that end, CIMP exams are aligned with our courses, developed and taught by top industry educators and professionals.

**Designed with busy, working professionals in mind:** No time-consuming or costly travel is required to complete coursework or to take your CIMP examinations. All courses and exams are available online. All that's required of candidates is an internet connection and the desire to demonstrate mastery of data governance topics and achieve success.

### **HOW DO I ENROLL?**

The most convenient and cost-efficient method to enroll in the CIMP program is with one of our Education Packages (see page 5 for details). Each package includes all courses and exams necessary to earn CIMP or CIMP Ex. Alternatively, you can enroll in courses one at a time.



For more information about CIMP, including customer stories on the Web visit <http://ecm.elearningcurve.com>.



## EDUCATION PROGRAMS



Education Program packages allow you to purchase bundles of online data quality courses at a significant discount. Whether you are looking for a comprehensive data quality education covering all relevant topics, or want to focus on a specific topic or job role, there is a program for you.

**CIMP Data Quality Program** offers education in data quality management capped off with the Certified Information Management Professional (CIMP) designation in the Data Quality track. The program includes five courses chosen from our data quality curriculum, including Data Quality Fundamentals and at least two other “core” courses. Students, their managers, or program sponsors may pick different course combinations that are most suitable to individual student’s roles and needs.

**CIMP Ex Data Quality Program** ensures thorough understanding of data quality expected from a true expert. The program includes all five “core” data quality courses and three elective courses, one of which can be chosen outside of the data quality curriculum. Upon completion of the program you will meet the academic requirements of the highest level of CIMP – CIMP Ex.

Many information management disciplines, such as data quality, data governance, MDM, and metadata management are strongly interconnected. A true expert in one area would desire an in-depth knowledge in the other. **CIMP Ex Data Quality & Governance Program**, **CIMP Ex Data Quality & MDM Program**, **CIMP Ex Metadata & Data Quality Program**, and **CIMP EX Data Integration & Quality Program** combine education in data quality and one of these adjacent disciplines. Each program includes 10 courses and allows you to earn CIMP Ex in Data Quality and CIMP in Data Governance, MDM, or Data Modeling & Metadata track.

Data quality expertise is also very important for data stewards. **CDS & CIMP Data Quality Program**, **CDS Ex & CIMP Data Quality Program** and **CDS Ex & CIMP Ex Data Quality Program** combine data quality education with comprehensive data stewardship education capped off with the **Certified Data Steward (CDS)** designation.

We recognize that everyone's needs are unique. If you cannot find a program for you, simply e-mail [support@elearningcurve.com](mailto:support@elearningcurve.com) and tell us what you are looking for and we will tailor the program for your needs.

## ENTERPRISE SOLUTIONS



**Today more than ever companies are watching expenses and looking for ways to streamline processes, make training convenient, and create a consistent, scalable learning environment.**

eLearningCurve Enterprise is a flexible, convenient, and cost-effective way to train your employees and ensure that all team members have access to data quality training they need when they need it. Whether your team or department work in the same office, or are on the other side of the world from each other, you can train them on time and on budget with eLearningCurve Enterprise.

### **Why eLearningCurve Enterprise?**

- Comprehensive educational solution from a single provider
- Employees can take the courses they need when they need them
- Ensure all team members are trained to the same high standard
- Train employees no matter what their geographic location
- Employ a fully scalable education solution
- Minimize disruption to the business
- Maximize your employee training ROI
- Achieve 100% information comprehension
- Get "live" time with our instructors
- Stretch your training budget
- Get solutions for your specific needs

### **When you become an Enterprise customer we:**

- Work with you to develop educational programs for different roles, positions, teams, departments
- Manage and track enrollment of all students in online classes and CIMP exams
- Track and report educational progress for each student
- Work with you to meet any specific educational needs, including:
  - Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses
  - Organize onsite sessions when appropriate, often for senior management.
  - Prioritize new course development, or customize existing courses, per customer needs
  - Create custom instances of our Learning Management System to reflect customer branding
  - Mount our online courses on the customer's Learning Management System

## eLearningCurve Enterprise Benefits

### **PARTNERSHIP: *Comprehensive educational solution from a single provider.***

eLearningCurve will be your educational "partner-for-life" providing all employees with continuous information management education they need over the course of their careers. You can be sure that all employees, including new hires and transfers, come up to speed quickly and learn from a common state-of-the-art set of courses.

### **FLEXIBILITY: *Employees can take the courses they need when they need them.***

Educational needs vary from employee to employee and project to project. eLearningCurve's flexible program allows your employees to take the courses they need when they need them to best suit their role, projects, backgrounds or interests.

**CONSISTENCY: *Ensure all team members are trained to the same high standard.*** Train your existing team, and set up courses for new hires and transfers. Consider CIMP exams to verify that your employees utilize the same methodology, techniques, and terminology.

### **SCALABILITY: *Select an Education Partner who truly understands scalability.***

eLearningCurve Enterprise is 100% scalable. Roll out to a few employees, or your entire organization. If your team or department grows, it's no problem. Our solution can quickly and effortlessly accommodate groups of all sizes, even if they are geographically dispersed.

### **BREADTH: *Acquire comprehensive education and certification.***

We offer more than just a collection of courses, we offer information management education. Whether its data quality, data governance, MDM or another information management discipline or function we have you covered with a comprehensive set of courses, exams, and certification programs designed to impart knowledge, test understanding, and validate learning.

### **LOCATION: *Train employees no matter what their geographic location.***

Overcome geographical barriers to training. With eLearningCurve Enterprise you can train your entire team whether they are in the same office, or on the opposite sides of the world. Everyone can access our online courses from any place at any time.

### **LOGISTICS: *Minimize disruption to the business.***

It's not realistic for an entire department to take time off en masse for training. eLearningCurve's online format allows employees to study from their office or home, allocate full training days, or study an hour a day during lunch breaks.

### **ROI: *Maximize your employee training ROI.***

No need to worry about paying for flights, hotels and other travel expenses. 100% of what you spend goes towards learning, thus achieving top quality education at a fraction of the cost of in-person training.

### **RESULTS: *Achieve 100% information comprehension.***

Learn from top industry experts in data quality, data governance, master data management, data modeling, data warehousing, and business intelligence. Study at your own pace, listen to the material many times, and test your knowledge through CIMP certification exams.

### **SAVINGS: *Stretch your training budget.***

We offer various pricing options including volume discounts, pay-as-you-go model with increasing discounts, and other alternatives. We try to understand your needs and budget constraints, and meet them in the best way possible.

### **"LIVE" INTERACTION: *Spend time with our instructors.***

Arrange "live" Webinar sessions with the leading experts, practitioners, and educators, or purchase online/onsite training combination packages and get access to our education both online and "live" on-site.

### **CUSTOMIZATION: *Get solutions for your specific needs.***

Our Learning Management System can be customized to reflect your company's branding or we can mount our courses on your corporate LMS.

# COURSE DESCRIPTIONS

## Data Quality Fundamentals

**Instructor: Dave Wells**

**Duration: 4 hours**

Data quality is a large and complex field with many dimensions. Every data quality practitioner needs a foundation of concepts, principles, and terminology that are common in quality management. Building upon that foundation, they need to understand how quality management concepts and principles are applied to data, as well as the language and terminology that specifically apply to data quality.

This online training course provides an overview of the field of data quality with the goal of building strong foundational knowledge.

### **You will learn:**

- Basic concepts, principles, and practices of quality management
- General quality management terminology
- Data-specific quality management terminology
- How quality management principles are applied to data

### **This course is geared towards:**

- Those getting started in the data quality field
- Individuals preparing for in-depth study of data quality and needs to start with the basics
- People who work with data quality professionals and needs to understand what they do
- Those who need to "speak the data quality language"

## Course Outline

### **About the Course (5 min)**

#### **Quality Basics (30 min)**

- Quality Basics
- Quality Defined
- Quality and Defects
- Quality Economics

#### **Quality Management (93 min)**

- Quality Management Practices
- Quality Management Gurus
- Quality Management Methodologies
- Related Disciplines
- Measurement and Standards

#### **Data Quality Basics (45 min)**

- Data Quality Defined
- Data and Purpose
- Dimensions of Data Quality

#### **Data Quality Management (74 min)**

- Data Quality Processes
- Data Quality Techniques
- Data Quality Tools and Technology
- Data Quality Projects
- Building-In Data Quality
- Data Quality Organizations

**“Clear, well-structured and extremely useful.”**

**—Tatyana Loctionova, Russia**

**“I really enjoyed this course... I thought the material was of excellent depth and breadth.”**

**—Kari Jones, New Zealand.**



## Data Profiling

**Instructor: Arkady Maydanchik**

**Duration: 5 hours**

Data profiling is the process of analyzing actual data and understanding its true structure and meaning. It is one of the most common and important activities in information management. Data profiling is the first critical step in many major IT initiatives, including implementing a data warehouse, building an MDM hub, populating metadata repository, as well as operational data migration and integration. It is also the key ingredient to successful data quality management.

While proliferation of commercial tools made data profiling accessible for most information management professionals, successful profiling projects remain elusive. This is largely because the tools allow gathering large volumes of information about data, but offer limited means and guidelines for analysis of that information.

In this online training course you will learn all practical skills necessary to succeed in a data profiling initiative.

### **You will learn:**

- The what, why, when, and how of data profiling
- Various data profiling techniques, from simple column profiling to advanced profiling methods for time-dependent and state-dependent data
- How to efficiently gather data profiles
- How to analyze the data profiling information and ask the right questions about your data
- How to organize data profiling results
- How to perform dynamic data profiling and identify changes in data structure and meaning

### **This course is geared towards:**

- Data quality practitioners
- MDM practitioners
- Metadata management practitioners
- IT and business analysts involved in data management
- Those responsible for implementation and maintenance of various data management systems

## Course Outline

### **About the Course (7 min)**

#### **Introduction to Data Profiling (44 min)**

- What is Data Profiling?
- Myth and Reality of Data Profiling
- Profiling Techniques
- Profiling Challenges
- Role of Profiling
- People and Technology

#### **Column Profiling (89 min)**

- Introduction
- Basic Counts
- Value Frequency Charts
- Value Distribution Characteristics
- Value Distribution

#### **Profiling Time-Dependent Data (58 min)**

- Introduction
- Timeline Profiling
- Timestamp Pattern Profiling
- Multi-Dimensional Profiling
- Event Dependency Profiling

#### **Profiling State-Transition Models (49 min)**

- Introduction
- Data Structures for State-Dependent Data
- Profiling Techniques

#### **Other Profiling Techniques (65 min)**

- Subject Profiling
- Relational Integrity Profiling
- Attribute Dependency Profiling
- Dynamic Data Profiling

**“Terrific course. The content was great for both data profiling professionals and those that are new to the concepts.”**  
—Joseph Fagnoni, USA

## Data Parsing, Matching and De-duplication

**Instructors: Kathy Hunter, William McKnight, Henrik Sørensen**

**Duration: 4 hours, 20 minutes**

Data parsing, standardization, matching, and de-duplication are the cornerstones of successful Master Data Management (MDM). They are also critical parts of successful data quality programs, and are key steps in building data warehouses as well as any data integration and consolidation initiatives. You could say that today few organizations can function effectively without implementing data parsing and matching processes often in many data domains.

This need is further magnified if your company has gone global and plans to create databases that combine name- and address-related data from all corners of the world. Managing global information effectively takes specialist knowledge and the ability to show consideration for the differences that exist throughout the world. Worldwide there are more than 10,000 languages, 130 address formats, 36 personal and hundreds of business name formats. All of these variables are further complicated by the need to respect national and regional cultures. Failure to consider formats, styles, and cultures has huge impact on quality of data and quality of business relationships.

This online training course is aimed at data quality and master data management (MDM) professionals as well as those responsible to work with global information. The field is broad and the details are many. The purpose of this course is to provide a broad and in-depth review of data parsing, standardization, matching, and de-duplication techniques, as well as extensive overview of specific problems and solutions when dealing with global data.

### **You will learn:**

- Data parsing, standardization, matching, and de-duplication techniques
- How to find and use external reference data
- How data parsing and matching contribute to improving data quality, MDM, and data warehousing
- Which data domains, entities and data elements may benefit from data parsing and matching
- Challenges of global data and ways to overcome these challenges

### **This course is geared towards:**

- Master data management professionals
- Data quality professionals
- Information architects
- Developers of data warehousing systems
- Business professionals who work with global data

## Course Outline

### **About the Course (12 min)**

### **Introduction (17 min)**

### **Implementation Fundamentals (70 min)**

- Parsing and Standardization
- Introduction to Data Matching
- Data Matching Techniques
- Data Matching Destinations
- Evaluating Data Matching Tools

### **External Reference Data (45 min)**

- External Data Sources
- Syndicated Customer Data
- Syndicated Product Data
- Using the Web

### **Challenges of Global Data (58 min)**

- Introduction to Global Information
- Global Data: What You Need to Know
- Variations by Country and Region
- Cultural and Legal Impacts
- Characters and Diacritics

### **Overcoming the Challenges of Global Data (59 min)**

- Data Profiling
- Consistent Data Structures
- Preparing Global Data for Effective Use

**“Absolutely excellent course: thought through and well delivered. I was able to implement the suggestions and to use the acquired knowledge immediately...”**  
—Marina Severinovskaya,  
USA

## Data Quality Assessment

**Instructor: Arkady Maydanchik**

**Duration: 6 hours**

More and more companies initiate data quality programs and form data stewardship groups every year. The starting point for any such program must be data quality assessment. Yet in absence of a comprehensive methodology, measuring data quality remains an elusive concept. It proves to be easier to produce hundreds or thousands of data error reports than to make any sense of them.

This online training course gives comprehensive treatment to the process and practical challenges of data quality assessment. It starts with systematic treatment of various data quality rules and proceeds to the results analysis and building aggregated data quality scorecard. Special attention is paid to the architecture and functionality of the data quality metadata warehouse.

### **You will learn:**

- The what, why, when, and how of data quality assessment
- How to identify and use data quality rules for assessment
- How to ensure completeness of data quality assessment
- How to construct and use a data quality scorecard
- How to collect, manage, maintain, warehouse and use data quality metadata

### **This course is geared towards:**

- Data quality practitioners
- Data stewards
- IT and business analysts and everyone else involved in data quality management

**“It has been a very good experience learning about DQ Assessment in a formal way!”**  
—Vikram Khanna, USA

## Course Outline

### **About the Course (9 min)**

#### **Introduction (53 min)**

- Why Assess Data Quality
- Business Value of Data Quality Assessment
- Types of Data Errors
- Data Quality Assessment Approaches
- How Rule-Driven Approach Works
- Project Planning
- Project Steps

#### **Data Quality Rules Overview (63 min)**

- Attribute Domain Constraints
- Relational Integrity Constraints
- Complex Data Relationships

#### **Rules for Historical Data (56 min)**

- Historical Data Overview
- Timeline Constraints
- Value Pattern Rules
- Rules for Event Histories
- Rules for State-Dependent Objects

#### **Finding Data Errors (76 min)**

- Discovering Data Quality Rules
- Implementing Data Quality Rules
- Building Rule Catalog
- Building Error Catalog
- Fine-Tuning Data Quality Rules

#### **Aggregate Data Quality Scores (66 min)**

- School Report Card Example
- A First Look at DQ Scorecard
- Defining Aggregate Scores
- Score Tabulation

#### **Building Data Quality Scorecard (61 min)**

- Basic Scorecard Example
- Recurrent Data Quality Assessment
- Database and Enterprise-Wide DQ Scorecard

## Data Quality for Data Stewards

**Instructor:** Arkady Maydanchik  
**Duration:** 4 hours, 45 minutes

Since data quality is one of the core responsibilities of data stewards, each steward needs a foundation of concepts, principles, terminology, and methodology of data quality management. This online training course provides an overview of the field of data quality with the goal of building strong fundamental knowledge for data stewards. It covers topics ranging from data quality definitions and dimensions to key data quality management practices and methodologies as well as core data quality processes and projects.

### **You will learn:**

- Basic concepts, principles, and practices of quality management
- How quality management principles are applied to data
- Dimensions of data quality
- Common causes of data quality problems
- Introduction to data quality assessment
- Introduction to root cause analysis
- Introduction to data quality monitoring

### **This course is geared towards:**

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data quality

**“These foundational courses are not only very informative, but they include a human aspect in their instruction that makes the information easier to digest.”**

**—Daryl Horton**

## Course Outline

### **About the Course (19 min)**

#### **Quality Basics (43 min)**

- Quality Defined
- Quality and Defects
- Quality Economics
- Quality Management Practices
- Quality Management Methodologies

#### **Data Quality Basics (52 min)**

- Data Quality Defined
- Dimensions of Data Quality
- Data Quality Projects
- Building-In Data Quality
- Data Quality Programs
- Data Quality Profession

#### **Common Causes of Data Quality Problems (29 min)**

- Data Entry
- Data Integration
- Data Manipulation
- Data Decay

#### **Introduction to Data Quality Assessment (59 min)**

- Why Assess Data Quality?
- Business Value of Data Quality Assessment
- Data Quality Assessment Approaches
- Project Teams
- Project Steps
- Data Quality Rules
- Data Quality Scorecard

#### **Introduction to Root Cause Analysis (53 min)**

- The Nature of Cause and Effect
- Cause and Effect Misconceptions
- The Purpose of RCA
- The Process of RCA
- Cause and Effect Models
- Verifying Cause-and-Effect Conclusions
- Practical Application

#### **Ensuring Data Quality in Data Integration (41 min)**

- Data Integration Defined
- Data Integration Approaches
- Data Quality Perspective
- Data Propagation Overview
- Real-time Interfaces
- Batch Interfaces

## Root Cause Analysis

**Instructor: Dave Wells**

**Duration: 3 hours, 45 minutes**

Understanding why things happen is a fundamental management skill. For anyone who is challenged to manage data quality, business processes, or people and organizations, finding root causes is an essential skill. Understanding why is the key to knowing what to do – the core of sound decision making. But cause-and-effect relationships are elusive. Real causes are often difficult to find so we settle for easy answers. This leads to fixing symptoms rather than to solving problems, and to little or no gain where opportunity is abundant.

Root cause analysis is the alternative to easy answers. Looking beyond the apparent and obvious to find real causes brings insight and sows the seeds of foresight. Through this online training course you will discover the art and science of knowing why. Learn to apply linear thinking, lateral thinking, systems thinking, and critical thinking – independently and in combination – to get to the core of even the most vexing problems.

### **You will learn to:**

- Recognize and avoid logical fallacies
- Identify and distinguish between correlation, coincidence, and cause
- Perform fast and light causal analysis using the “5 whys” technique
- Explore linear cause-and-effect chains with fishbone diagramming
- Describe complex cause-effect networks with causal loop models
- Challenge and refine linear and loop models with lateral and critical thinking techniques
- Apply root cause analysis to effectively manage quality, processes, and organizations

### **This course is geared towards individuals who:**

- Data quality professionals and practitioners
- Quality management and quality improvement professionals
- Business analysts and business analytics professionals
- Managers and problem-solvers seeking insight and confidence in decision making
- Anyone responsible to manage data, information, people, process, or technology

## Course Outline

### **About the Course (5 min)**

#### **The Nature of Cause and Effect (23 min)**

- Definitions and Distinctions
- A First Look at Cause and Effect Models
- Cause and Effect Misconceptions

#### **RCA Concepts and Principles (22 Min)**

- The Purpose of RCA
- The Process of RCA
- Practical Application

#### **Basic Causal Modeling Techniques (55 min)**

- The Five Why's Method
- Fishbone Diagramming
- Five Why's and Fishbone Together

#### **Complex Causal Modeling Techniques (61 min)**

- Systems Thinking Concepts
- Causal Loop Models
- System Archetypes

#### **Verifying Cause & Effect Conclusions (57 min)**

- Nonsense and Logical Fallacies
- Fallacies and Thinking Styles
- Critical Thinking
- Lateral Thinking
- Course Summary
- Final Thoughts

**“I loved the presentation and how David Wells provided the information. When I first looked at the power point slide deck, I was thinking... oh my this is going to take some studying. I was pleasantly surprised with how I was able to follow along.”**

**—Donna Graves, USA**



## Ensuring Data Quality in Data Integration

**Instructor: Arkady Maydanchik**

**Duration: 5 hours, 15 minutes**

Corporate data universe consists of numerous databases connected by countless real-time and batch data interfaces. The data continuously move about and change. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result of these dynamics is that information systems get better, while data quality deteriorates. Without a comprehensive data quality monitoring program bad data spread like viruses.

This online training course discusses various practices that can be put in place to mitigate the problem and maintain high data quality through data integration.

### **You will learn:**

- The data quality challenges that are inherent in data integration
- The critical role of data quality monitoring in data integration
- Specific techniques to monitor and manage quality for batch data integration
- Specific techniques to monitor and manage quality in data synchronization interfaces
- Use of Statistical Process Control (SPC) methods in monitoring data quality
- The impacts of change on data quality and techniques to address those impacts

### **This course is geared towards:**

- Data integration practitioners
- Data quality practitioners
- Data warehousing practitioners
- MDM practitioners
- Others in the trenches involved in design, development, and maintenance of data integration systems

## Course Outline

### **About the Course (8 min)**

#### **Introduction (64 min)**

- Data Integration Basics
- Data Quality in Data Federation
- Data Quality in Data Consolidation
- Data Quality in Real-Time Interfaces
- Data Quality in Batch Interfaces
- Beyond Monitoring

#### **Data Consolidation and Cleansing (75 min)**

- Data Consolidation Challenges
- Keys to Success
- Data Discovery and Analysis
- Data Cleansing
- Data Consolidation

#### **Error Monitors in Batch Interfaces (77 min)**

- Monitoring Techniques
- Batch Integrity Rules
- Master Data Integrity Rules
- Dynamic Integrity Rules
- Monitor Management
- Error Correction
- Root Cause Analysis
- Statistical Process Control

#### **Change Monitors in Batch Interfaces (95 min)**

- Examples
- Change Monitor Defined
- Which Metrics to Monitor
- Implementing the Monitors
- Heuristic Monitors
- Basic Statistical Monitor
- Handling Non-Stationary Data

**“Excellent! Provides a strong theoretical background for stuff I already know and presents new useful stuff. A must do!”**  
**—Donaldo Dagnone, Brazil**

## Statistical Process Control

**Instructor: Mark Peco**

**Duration: 3 hours, 50 minutes**

Statistical Process Control (SPC) includes a set of analytical techniques used to measure and detect abnormal changes in the behavior of a process that is being managed. SPC helps managers respond to unexpected changes in critical variables and take corrective action as necessary to maintain the desired levels of product quality and process performance over time.

SPC has been successfully applied to a wide range of business, technology and production processes that all have measurable outputs. It is based on the application of statistical techniques implemented in the form of control charts used to monitor the variation of important process variables or attributes.

The reduction in variation of process behavior is critical for improving both process and product quality. Successful implementation of SPC requires management commitment to continuous process improvement over time. SPC tools provide measurement and analytical inputs to an overall Quality Management framework.

This online training course provides an introduction to the concepts, techniques and applications of SPC within the context of information management practices and processes. The theory of SPC is introduced and the design of control charts is discussed as a basis for describing how a diverse range of data and process quality management challenges can be addressed.

### **You will learn:**

- The concept and theory of what “statistical control” means
- How to identify and categorize major causes of process variation
- How statistical methods are used to measure process variation
- How process variation is related to product quality
- How to identify the differences between process variables and process attributes
- How to use control charts to detect and generate process alarms
- How to use control charts to analyze process capability
- How to apply SPC to a diverse set of information management challenges

### **This course is geared towards:**

- Data Quality Analysts
- Data Integration Specialists
- Process Improvement Analysts
- Business Analysts
- Data Warehousing Team Members
- BI Program Managers and Team Members
- Functional Business Managers
- Anyone with a desire to learn how statistical concepts can be applied to improve the quality of data and information and its various management processes

## Course Outline

### **About the Course (8 min)**

#### **Introduction to SPC (38 min)**

- Basic Definitions
- Understanding Variation
- SPC and Quality Management

#### **Control Charts (56 min)**

- Basic Statistics
- Control Chart Fundamentals
- Types of Control Charts
- Control Chart Design Considerations

#### **Applications (66 min)**

- Application Areas of SPC
- Role of SPC in Process Management
- Operations Improvement Example
- Real Time Process Monitoring Example
- Master Data Interface Monitoring Example
- Data Quality Monitoring Example
- Business Performance Monitoring Example

#### **Beyond the Basics (65 min)**

- Improving Control Chart Performance
- Analyzing Process Capability

**“An excellent presentation on SPC and how it will help you gain insight into your overall quality governances of your processes.”**

**— Kathleen Kennedy, USA**

## Crafting the Business Case for Data Quality

**Instructor: Tom Redman**

**Duration: 3 hours, 30 minutes**

Bad data harms almost all organizations, adding cost to operations, angering customers, increasing risk, and making it more difficult to craft and execute strategy. Good business cases help build support for the hard work needed to improve.

Two important components of a business case are Business Benefits and a Cost-of-Poor-Data-Quality (COPDQ) analysis. To be clear, assigning dollar values to some benefits and costs is extremely difficult. As Dr. Deming observed, “the true costs of poor quality are unknown and unknowable.” Dr. Deming was referring specifically to manufacturing but, so far anyway, his insights have proven true for quantifying the cost of poor data as well.

Critically a good business case engages both “the head and the heart,” narrowing the focus to the benefits and costs that have the greatest logical and emotional appeal to the organization. For example, a company pursuing a strategy of customer intimacy may be far more concerned about costs associated with customer anger than increased operational costs. Finally, the business case must be sold in powerful ways.

This online training course offers a comprehensive analysis of benefits of high-quality data and costs of poor data quality, capped with the detailed process for developing and delivering a powerful business case.

### **You will learn to:**

- Think through both the benefits of high-quality data and the costs of poor quality
- Distinguish costs that are estimable from those that cannot
- Perform cost-of-poor-data-quality analysis
- Create a business case for data quality that engages both “the head” and “the heart”
- Deliver and sell business case for quality

### **This course is geared towards:**

- Those tasked with getting a data quality program started, or advancing an existing program
- Those who must build support for their data quality efforts
- Those seeking to advance data quality in the face of indifference, tight budgets, opposition, etc
- Data stewards and data quality professionals who want to better understand costs and benefits of data quality

## Course Outline

### **About the Course (9 min)**

#### **The Benefits of High-Quality Data (62 min)**

- Advantages of High-Quality Data
- Data Quality in the [Not Too Distant] Future
- Putting Data to Work and Data Quality
- Special Properties of Data and Data Quality

#### **The High Costs of Poor Data Quality (101 min)**

- The Range of Impact due to Bad Data
- Data Quality Defined
- Operations’ Perspective
- Decision Maker’s Perspective
- Technologist’s Perspective
- Risk Perspective
- Societal (Taguchi) Perspective
- Customer Perspective
- Regulator’s Perspective
- Lost Opportunity Costs
- Marketplace Perspective

#### **Building Business Case for Data Quality (43 min)**

- Key Messages
- Developing the Business Case
- Influencing Factors
- Areas of Focus
- Assemble Current State
- Propose Improvement Targets
- Before and After Picture
- Assemble the Business Case
- Expect Objections
- A Final Note

**“This has helped me improve my knowledge with regards to data quality. And this for sure will help me with my current role as a Sr. Process Specialist.”**

**—Ayesha Hayag, Philippines**

## Data Stewardship Fundamentals

**Instructor: Maria C. Villar**

**Duration: 3 hours, 40 minutes**

Data Stewards are important leaders in a company's information management program. While these roles have existed for some time, data stewards are growing in importance and numbers. As companies tackle data governance initiatives brought on by regulatory demands and the business need for higher confidence and transparency of data, the role of data steward becomes increasingly important. As stewards for the company's data, these leaders are accountable for the data strategy, definition, requirements, and quality of the data under their stewardship. Data stewards will think and act broadly, operating "in service" rather than in "control" of their data. They possess a combination of business and technical experience, knowledge and strong personal attributes to carry on these responsibilities.

This online training course provides an overview of the concepts and practices of data stewardship. It covers fundamental topics ranging from definitions, terminology and types of data stewards to more in-depth implementation role and responsibilities topics. The final module of the course provides helpful tips and techniques to get started and be successful.

### **You will learn:**

- Why data stewards are important
- Different types of data stewards and reporting structures
- Attributes, knowledge and experiences of successful stewards
- Implementation roles and responsibilities
- Basic concepts, principles, and practices of a data stewardship program
- Helpful tips and techniques to get started
- Success factors and derailers
- Why changing the data culture is important

### **This course is geared towards:**

- Data stewards
- Business or IT professionals working with data stewards
- Leaders in an information management program
- Participants in an information management program
- Information management professionals who want to understand this important role

## Course Outline

### **About the Course (7 min)**

#### **Data Stewardship Basics (69 min)**

- What is Data Steward?
- What Does "Stewardship" Mean
- Why a Data Steward?
- Creating Data Stewards
- Types of Data Stewards
- Reporting Considerations
- Attributes of a Data Steward
- Other Important Data Roles
- Data Terminology a Steward Should Know
- Roles and Responsibilities of a Data Steward

#### **Implementation Fundamentals (87 min)**

- Data Stewardship and Data Strategy
- Data Stewardship and Data Classification
- Data Quality Management Overview
- Contributors to Data Quality
- Data Quality Metrics
- Data Stewardship and Data Quality
- Data Stewardship and Business Processes
- Data Stewardship and Data Acquisition
- Data Stewardship and Data Modeling
- Data Stewardship and IT Management
- Data Stewardship and Data Operations
- Data Stewardship and Change Management
- Data Stewardship and Data Governance

#### **Tips & Techniques (59 min)**

- Getting Started
- Create a Data Culture
- 10 Keys to Being a Successful Steward
- De-railers to Data Stewardship
- Case Studies
- What does Great Data Management Look Like?

**“I am on the ground floor of learning about Data Stewardship and Governance. This course was excellent. Clear, concise when needed and expanded when needed.”**  
—Michelle Luna, USA

## Data Governance Fundamentals

**Instructors: Theresa Kushner & Maria C. Villar**

**Duration: 4 hours**

Data governance is an emerging, cross-functional management program that treats data as an enterprise asset. It includes the collection of policies, standards, processes, people, and technology essential to managing critical data to a set of goals

Data governance also includes the oversight necessary to ensure compliance and to manage risk. A data governance program can be tailored to match an organization's culture, information maturity, priorities, and sponsorship.

This online training course provides an overview of the disciplines of governing data, covers the essential components of an enterprise-wide program, and outlines a roadmap to execute a successful data governance program. In addition to the extensive overview, the course makes data governance real and tangible by illustrating the concepts, principles, and practices using a case study of data governance in a customer intelligence initiative.

### **You will learn:**

- What data should be governed
- Why data governance is important
- Basic concepts, principles, and practices of a data governance program
- Where and how to start a data governance program
- People and tools that enable a data governance program
- Techniques to measure success of a data governance program
- Governance of big data and cloud applications

### **This course is geared towards:**

- Individuals who implement a data governance program
- Individuals who participate in a data governance program
- Business data stewards
- Information professionals who want to learn about this emerging area

## Course Outline

### **About the Course (7 min)**

#### **Introduction to Data Governance (33 min)**

- Data Governance 101
- Why Govern Data?
- What Data Should Be Governed?
- Business Drivers for Data Governance

#### **Implementation Fundamentals (78 min)**

- Selecting Data and Setting Goals
- Standards, Policies, Processes, People, and Technology
- Managing and Measuring Data Governance

### **Case Study (63 min)**

#### **Data Governance of Emerging Solutions (65 min)**

- Big Data
- Cloud Applications

**“The course is great and it added an important value to my experience and expertise. Thank You.”**  
—Rachel Salamani, UAE

**“I loved it. The pronunciation was more than excellent.”**  
—Juana Janett Alvarez Corona, Mexico



## Organizing for Data Quality

**Instructor: Tom Redman**

**Duration: 3 hours, 20 minutes**

Much like any other important endeavor, success in data quality depends on having the right people in the right jobs. But who, specifically, are these people and what are they supposed to do? The question is especially crucial because virtually everyone touches data in some way or other and so can compromise their quality.

This online training course works through roles and responsibilities for three case studies, while teasing out the principles needed to create successful data quality organizations.

### **You will learn:**

- The politics of data quality management
- The key principles in building data quality organizations
- Various roles and responsibilities in data quality management
- Various data quality organization models, including:
  - a departmental level model
  - a data provider model
  - a fully-functioning enterprise group led by Chief Data Office

### **This course is geared towards:**

- Data quality professionals and practitioners
- Data governance professionals
- Senior leaders who want to understand "where data fits" and "why data quality matters"
- Business managers who lead departments or teams heavily dependent on data
- IT managers and project managers involved in data quality management

**"A fantastic course!"**  
**—Stuart Brown, Australia**

## Course Outline

### **About the Course (12 min)**

#### **Introduction (41 min)**

- Guiding Principle
- A Database is Like a Lake
- Ten Habits of Those with the Best Data
- Common Social and Practical Issues of Data Quality
- Data Organization Staffing

#### **The Fundamental Organizational Unit for Data Quality (57 min)**

- Compliance Example Overview
- Compliance Reporting
- Compliance Objective
- Obtaining High-Quality Data
- Creating High-Quality Reports
- Organization Structure for Data Quality

#### **The Rigors of Competition (49 min)**

- Small Data Vendor
- Data Vendor Objective
- What's the Same?
- What's Different?
- New Organizational Constructs
- Final Organization Structure
- Data Office for the Data Vendor
- Roles and Responsibilities
- This Model Applies to Most Organizations!

#### **Multi-national, Multi-business, Multi-multi (40 min)**

- Objectives of Enterprise Data Quality
- No "One Size Fits All"
- Roles and Responsibilities
- Federated Structure for Data Quality
- Corporate Data Office
- Size of Effort
- Getting Started
- Traps to Avoid
- A Final Note

## OUR INSTRUCTORS

### Kathy Hunter

Kathy always says she has data in her blood. Joining Harte-Hanks in 2002, she built an information management practice and, with her highly skilled team, was responsible for instituting their highly successful Global Data Management solution set. From information quality and data governance through to providing global data solutions and guidance she attained a reputation for expert knowledge and successful delivery in global information management to her clients. Kathy is known for her pragmatic approach to topics, providing helpful hints and practical examples in order to solve tough problems.

### Theresa Kushner

Theresa Kushner is presently the Vice President of Enterprise Information Management for VMware, Palo Alto. She joined in October 2012 to help the fast growing software company develop a firm data foundation on which to build their future business. Before joining VMware she was the Director of Customer Intelligence within the Strategic Marketing organization of Cisco Systems.

### William McKnight

William is president of McKnight Consulting Group, which includes service lines of Master Data Management, IT assessment, Big Data, Columnar Databases, Data Warehousing, and Business Intelligence. He functions as Strategist, Lead Enterprise Information Architect, and Program Manager for sites worldwide. Many of his clients have gone public with their success stories. William is a Southwest Entrepreneur of the Year Finalist, a frequent best practices judge, has authored hundreds of articles and white papers and given hundreds of international keynotes and public seminars. His team's implementations from both IT and consultant positions have won Best Practices awards. William is a former Information Technology Vice President of a Fortune 50 company, a former engineer of DB2 at IBM and holds an MBA from Santa Clara University.

### Arkady Maydanchik

For more than 20 years, Arkady Maydanchik has been a recognized leader and innovator in the fields of data quality and information integration. As a practitioner, author and educator he has been involved in some of the most challenging projects industry has seen. These projects were often the result of major corporate mergers and the need to consolidate and integrate databases of enormous variety and complexity. Arkady's client list includes such household names as Dun & Bradstreet, Hewitt Associates, Kimberly Clark, Raytheon, Sprint, Verizon, and Xerox.

## Mark Peco

Mark Peco is an experienced consultant, educator, practitioner and manager in the fields of Business Intelligence and Process Improvement. He provides vision and leadership to projects operating and creating solutions at the intersection of Business and Technology. Mark is actively involved with clients working in the areas of Strategy Development, Process Improvement, Data Management and Business Intelligence.

## Tom Redman

Dr. Thomas C. Redman (the Data Doc) is an innovator, advisor, and teacher. He was first to extend quality principles to data and information, in the late 80s. Since then he has crystallized a body of tools, techniques, roadmaps, and organizational insights that help organizations make order-of-magnitude improvements. He is a sought-after lecturer and the author of dozens of papers and four books. The most recent, *Data Driven: Profiting from Your Most Important Business Asset* (Harvard Business Press, 2008) was a Library Journal best buy of 2008. Tom holds a Ph.D. in statistics from Florida State University.

## Henrik Sørensen

Henrik Liliendahl Sørensen has over 30 years of experience in working with Master Data Management and Data Quality and is a charter member of the International Association of Information and Data Quality. Currently Henrik works with Master Data Management at Tata Consulting Services and as Practice Manager at Omikron Data Quality besides writing on a well trafficked blog about data quality, master data management and the art of data matching. Henrik is the founder of the Data Matching and the Multi-Domain MDM groups on LinkedIn.

## Maria C. Villar

Maria C. Villar is a leader, consultant and writer in the field of enterprise information management, IT management and software development. She has held senior executive positions in both the technology and financial sector. Maria holds a bachelor in Computer Science and graduate degrees in Management Information Systems and Business Administration. Maria has guest lectured on the topic of IT and information management in leading universities, industry conferences and Fortune 500 companies across the country.

## Dave Wells

Dave Wells is a consultant, teacher, and practitioner in the field of information management. He brings to every endeavor a unique and balanced perspective about the relationships of business and technology. This perspective —refined through a career of more than thirty-five years that encompassed both business and technical roles— helps to align business and information technology in the most effective ways. Dave is a frequent contributor to trade publications and is a co-author of the book *BI Strategy: How to Create and Document*. He also speaks at a variety of industry events

## OUR CUSTOMERS

E-LearningCurve has over 2,500 students in 70+ countries around the globe. Our enterprise customers include numerous Fortune 500 and Global 1,000 companies as well as governmental institutions in various countries.



## CUSTOMER STORIES

**“The instructors are experienced, knowledgeable, well known in the field, and extremely engaging.”**

I recently completed six of the classes on eLearningCurve focusing on a Data Quality track and I strongly recommend them to those professionals who are engaged in Data Management projects and programs. The classes are very well organized and a must for learning the proper terminology and getting a solid foundation upon which to build with experience. The instructors are experienced, knowledgeable, well known in the field, and extremely engaging. They always start off by presenting the basics and ensuring that the course is suited for the least and the most experienced – this is not an easy task and I must commend the team for a great accomplishment. The exams are serious: taking the class while multitasking and then taking the exam is a recipe for failure. And it should be. The levels of professionalism and integrity are up to the highest standards - passing the exams and getting CIMP certification is an accomplishment!

*Oana Garcia, CIMP - Data Quality, USA*

**“I found the course content to be exactly what I was looking for...”**

I recently completed my CIMP certification in Data Quality. I found the course content to be exactly what I was looking for, with a good balance between theory and real-world examples. Being able to cover the content at my own pace and as time allowed was of enormous value. I feel that I can put the knowledge I have gained during the training into immediate effect in my role in Data Integration. I would recommend this training to anyone who has an interest or involvement in Data Quality.

*Gus McEachen, CIMP - Data Quality, Ireland*

**“I was very pleased with the courses and the certification process with eLearningCurve.”**

I was very pleased with the courses and the certification process with eLearningCurve. The individual courses were very well prepared and clearly presented. I believe that this knowledge is critical for both novice and experienced data management professionals.

*Clarence W. Hempfield, Jr., CIMP – Data Quality, USA*

**“Very clear, well-structured, with interesting examples and based on extended practical experience.”**

During last three years my position is Data Quality analyst and before I worked as programmer, software developer, analyst for finance data and participated in few big migration projects. I recently certified in CIMP Data Quality via eLearningCurve with selecting the following modules: data quality fundamental, data profiling, data quality assessment, data integration, and root cause analysis. My only concern with the courses is that I would like to have it few years earlier. In this case we could have much better and mature data management system.

After eLearningCurve courses, I have realized that in the last 3 years:

- We created data quality rules catalogue.
- We implemented our Error Monitors and few Change Monitors.
- We started to use data quality control in source, staging and target DB area.

But all these solutions could be initially designed much better with the knowledge, which I have received now with eLearningCurve.

The instructors and courses material are really of great value. Very clear, well-structured, with interesting examples and based on extended practical experience. I would certainly recommend the certification for any professional interested in gaining a better understanding of Data Governance and definitely for any data quality practitioner.

*Tatyana Loctionova, CIMP – Data Quality, Russia*

**“As a team leader I expect this to improve considerably the team performance.”**

I have acquired CIMP in Data Quality recently. I have been working in Data Quality field for 10 years and this certification helped me to deepen and structure my knowledge. To pass the CIMP examination one needs deep understanding of the subject and the ability to apply the knowledge in different everyday situations. I have some colleagues who have recently started their "way in data quality field" and I have recommended they take the certification. As a team leader I expect this to improve considerably the team performance. I also want to point out the attitude of people working for eLearningCurve: I have always received the necessary support or recommendations whenever asked. This made the learning process not only valuable from knowledge acquireance point of view but also very pleasant from emotional point of view.

*Ilze Smeltere, CIMP - Data Quality, Latvia*



## CONTACT US

**Director, Enterprise Solutions:** Arkady Maydanchik  
[arkadym@elearningcurve.com](mailto:arkadym@elearningcurve.com)

**Director, Marketing:** Michelle Johnson  
[mjohnson@elearningcurve.com](mailto:mjohnson@elearningcurve.com)

**Director, Education:** Dave Wells  
[dwells@infocentric.org](mailto:dwells@infocentric.org)

**Director, Technology:** Varya Belyaevskaya  
[varka@elearningcurve.com](mailto:varka@elearningcurve.com)

**Customer Support:**  
[support@elearningcurve.com](mailto:support@elearningcurve.com)

**Phone:** 1-630-242-1659

**Mailing Address:** 305 Midwest Club Parkway, Oak Brook IL, 60523, USA



## RESELLERS

**Denmark**  
**Right Training**

**Contact:**  
Jan Sørensen  
+45 31 45 04 99  
[jms@righttraining.dk](mailto:jms@righttraining.dk)

**South Africa and sub-Saharan Africa**  
**Master Data**

**Contact:**  
Gary Allemann  
+27 11 485 4856  
[gary@masterdata.co.za](mailto:gary@masterdata.co.za)

## DATA QUALITY COURSE PRICING

| Education Packages                              | Price      |
|---|------------|
| CIMP Data Quality Package.....                  | \$1,895.00 |
| CIMP Ex Data Quality Package.....               | \$2,895.00 |
| CIMP Ex Data Quality & Governance Package.....  | \$3,395.00 |
| CIMP Ex Data Quality & MDM Package.....         | \$3,395.00 |
| CIMP Ex Metadata & Data Quality Package.....    | \$3,295.00 |
| CIMP Ex Data Integration & Quality Package..... | \$3,295.00 |
| CDS + CIMP Data Quality Package.....            | \$1,995.00 |
| CDS Ex + CIMP Quality Package.....              | \$2,695.00 |
| CDS Ex + CIMP Ex Data Quality Package.....      | \$3,195.00 |

### Individual Courses

|  |          |
|--|----------|
| Data Quality Fundamentals.....                   | \$400.00 |
| Data Profiling.....                              | \$515.00 |
| Data Parsing, Matching & De-duplication.....     | \$435.00 |
| Data Quality Assessment.....                     | \$575.00 |
| Data Quality for Data Stewards.....              | \$475.00 |
| Root Cause Analysis.....                         | \$370.00 |
| Ensuring Data Quality in Data Integration .....  | \$525.00 |
| Statistical Process Control.....                 | \$385.00 |
| Crafting the Business Case for Data Quality..... | \$355.00 |
| Data Stewardship Fundamentals.....               | \$370.00 |
| Data Governance Fundamentals.....                | \$410.00 |
| Organizing for Data Quality.....                 | \$330.00 |

### Exams

|                           |         |
|---------------------------|---------|
| Exam for each course..... | \$80.00 |
|---------------------------|---------|

### Enterprise Discounts

We offer discounts to Enterprise customers who purchase in bulk. Please contact us for more information.

### About eLearningCurve

eLearningCurve offers comprehensive online education programs in various disciplines of information management. With eLearningCurve, you can take the courses you need when you need them from any place at any time. Study at your own pace, listen to the material many times, and test your knowledge through online exams to ensure maximum information comprehension and retention.

eLearningCurve also offers two robust certification programs: CIMP & CDS. Certified Information Management Professional (CIMP) builds upon education to certify knowledge and understanding of information management. Certified Data Steward (CDS) is a role-based certification designed for the fast growing data stewardship profession.

Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.