



Crafting the Business Case For Data Quality

by Tom Redman



DQ-08: Crafting the Business Case for Data Quality

Module 0. About the Course (9 min)

- *About the Author*
- *Course Objectives*
- *Audience and Pre-requisites*
- *Course Structure*

Module 1. The Benefits of High-Quality Data (62 min)

- *Advantages of High-Quality Data*
 - “High-Quality” Data Providers
 - When These Advantages Matter Most?
 - Today’s Data Markets
 - High-Quality Data and Decision Making
 - Why This Matters?
- *Data Quality in the [Not Too Distant] Future*
 - Data is a Business Asset
 - What Does “Managing Data Asset” Really Mean?
 - Organization Naturally Manage Their Assets...
 - “Taking Care” of Data
 - Putting Data to Work
 - Advancing the Management System
- *Putting Data to Work and Data Quality*
 - Ways to Put Data to Work
 - Informationalization
 - Big Data / Advanced Analytics
- *Special Properties of Data and Data Quality*
 - Unique Data Properties
 - Data is Shared and Highly Leveraged
 - An Organization’s Data are Uniquely its Own
- *Conclusions*

Module 2. The High Costs of Poor Data Quality (101 min)

- *The Range of Impact due to Bad Data*
- *Data Quality Defined*
 - Volkswagen vs. Caddy
 - High Quality in your Mind’s Eye
 - Juran’s Definition
 - Aspirational Definition
 - Day-in, Day-out Definition
 - Typical Data Quality Problems
- *Operations’ Perspective*
 - Non-Value Added Work
 - NVA Work in Processes
 - Estimating Costs of NVA Work
 - The Data Doc’s Rule of Ten
 - Rule of Ten Illustrated
 - Alternative Process for Estimating Costs of NVA Work
 - Example – Post Mail
 - Example – Finding Needed Data
 - “Make Good for Customers” Costs
 - Example – Overbilling



DQ-08: Crafting the Business Case for Data Quality

- Example – Pricing Errors on the Internet
- “Rules of Thumb” to Estimate Costs
- *Decision Maker’s Perspective*
 - The Challenge
 - Examples of Bad Decisions
 - The Impact of Bad Data
 - Impossibility to Estimate the Total Costs
- *Technologist’s Perspective*
 - Some Quotes
 - Impact of Bad Data on New Technologies
 - Some Observations
 - The Consequences
- *Risk Perspective*
- *Societal (Taguchi) Perspective*
 - Example
 - Why Do We Care?
 - Taguchi’s Definition of Quality
- *Customer Perspective*
 - Bad Data Impact
 - Bad Data and Customer Satisfaction
- *Regulator’s Perspective*
- *Lost Opportunity Costs*
- *Marketplace Perspective*
 - Advantage of High-Quality Providers
 - When these Advantages Matter Most?
 - Reputational Risk
 - Impact on People

Module 3. Building Business Case for Data Quality (43 min)

- *Key Messages*
- *Developing the Business Case*
- *Influencing Factors*
- *Areas of Focus*
 - Compliance Department Example
 - Market Research Team Example
 - New ERP Leader Example
 - Market Data Vendor Example
 - Multi-business, Multi-national Example
- *Assemble Current State*
- *Propose Improvement Targets*
- *Before and After Picture*
- *Assemble the Business Case*
- *Expect Objections*
- *A Final Note*