BiG EVAL
High Data Quality.
Mastered.

Successfully Implementing Data Quality Improvements

V 1.0

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Introduction

Are you struggling to get business support for urgently needed data quality improvement measures? If so, you are not alone. Many businesses face these challenges when trying to improve their data quality. However, we are here to tell you that there is a secret to achieving success. In this e-book, we will unlock that secret and provide you with the knowledge and tools to guarantee business support for data quality improvements and successfully implement those improvements.

BiG EVAL

As a specialist for data quality and the creator of the data quality management suite «BiG EVAL», we have spent the past 10 years helping many firms improve their data quality and thereby take advantage of new business opportunities. We have achieved these things by working together to build a strategic data quality management system, which necessarily involves the automation of many tasks. «BiG EVAL» is our proprietary software suite built for this express purpose. «BiG EVAL» grew and developed out of the expertise we gained from completing many projects with our clients.
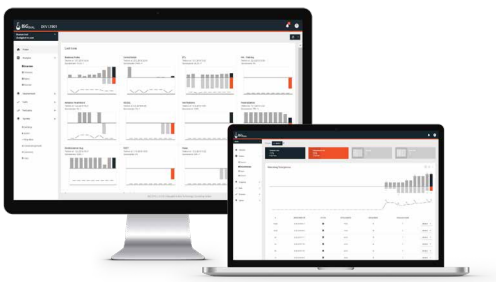
Our clients represent a wide variety of industries, including companies such as:

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What You Really Should Be Measuring

**Be persuasive with economic rather than technical indicators!**

Most frameworks for measuring data quality have a common denominator. They always revolve around the measurement of values like: completeness, correctness, consistency, reliability, accuracy, currentness, lack of redundancy, relevance, uniformity, clarity, and understandability.

Of course this results in a large number of different indicators, which can be used for daily quality checks and for the implementation of improvement measures. From an economic perspective, however, these indicators are not very helpful and are rarely used for deciding whether or not to fund new improvement measures.

When creating a data quality framework, you should therefore absolutely include provisions for measuring economic indicators. You will need these in order to choose new improvements, to get new budgets approved without difficulty, and to report progress.

Examples

- How much time and effort can be saved in a particular business process by increasing the quality of the data used?

- How much time can business analysts save by cleaning up the data that is to be used for key company indicators and reports?
  Please note: Most reports and figures have to be carefully manually prepared before they are presented to management.

- How does the delivery of marketing messages improve with better address data quality, and how does this raise success levels in your sales process?
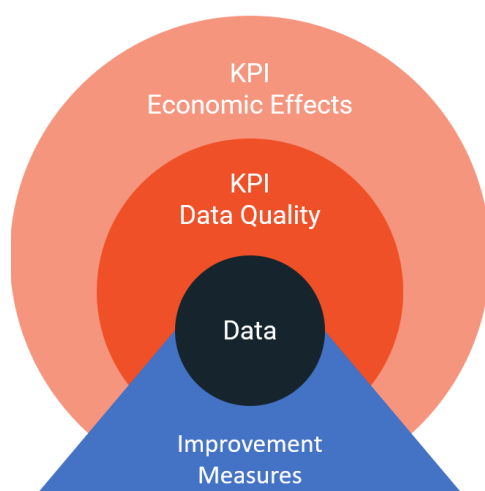
Economic Indicators

Less is more!

The measurement of economic indicators is different for everyone. Every firm and every business model functions differently, meaning different indicators may be relevant and those that are the same may not be calculated in the same way. We cannot offer you a complete blueprint for how to proceed, but we can give you the following tips collected from our practical experience:

- Sometimes, less is more! Focus on the most important indicators. You do not want to build an entirely new reporting system before you begin your data quality project.

- Every firm possesses some form of reporting system. Use yours. Check if the required indicators are already available on some dashboard or in some report.

- Speak with your specialist departments and involve them in the project. Often, you will need their expertise to understand the processes and identify crucial indicators. Possibly you win a business sponsor.

- Break the calculations of indicators down into their component parts. Are these parameters already reliably available? Maybe they are adequate for your purposes?

Data Quality Indicators

Automation is key!

Over time, certain frameworks for measuring data quality have pulled ahead of others. As mentioned before, these frameworks are usually based on the measurement of indicators in the areas of completeness, correctness, consistence, reliability, accuracy, currentness, lack of redundancy, relevance, uniformity, clarity, and understandability. This is good and correct – all of these are characteristics of quality data.

If you look more deeply into these frameworks, you will find a wealth of technical indicators that, according to the creators of the frameworks, should all be measured. To give one example: The DQAF (Data Quality Assessment Framework) includes 48 indicators.

The good news is, you can adjust any framework to fit your needs. Remember, less is sometimes more. That applies here too.

Select the indicators most relevant to you and make sure that you can implement the measuring process with a reasonable amount of effort and with as much automation as possible. Specialized data quality automation tools like «BiG EVAL» can help you here.

DQM in IT or Specialty Departments?

**Utilize the knowledge of your experts!**

Data quality management is often considered a part of IT and organized under that department; after all, data as documents, databases, streams, and in its many other forms is something fundamentally technical. However, data quality management is primarily about the information contained in the data, not the data itself. The information must be correct and reliable. How it is stored and processed is less important here.

We are of the opinion that experts from a firm's specialist departments are indispensable to a successful data quality management system. These are the people with the most knowledge about the information contained in the data.

Look at data quality management as part of general quality management company-wide, the same way you would for quality management in the products you create or sell.

Gather interested collaborators from your specialty departments and ask them about their understanding of data quality. Use methods and systems to make the process collaborative and easier for both you and the departmental experts.

Keep these specialty experts in the loop by giving them access to any quality indicators relevant to them. Our «BiG EVAL» software offers you the ability to share the status of the quality indicators your specialty experts have set themselves.
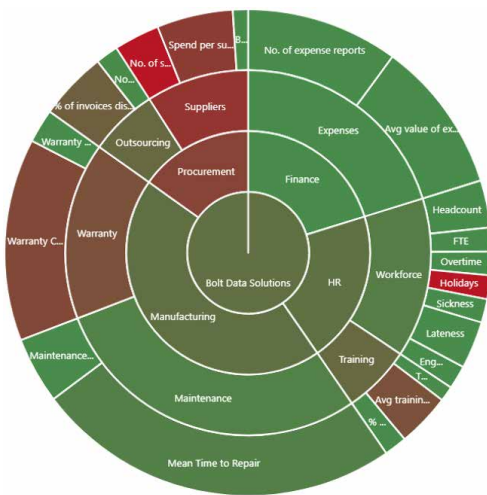
Contact us today and discuss your data quality challenges with us.
We are sure that your company has plenty of potential for optimizing data quality.

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