

# DATA QUALITY MANAGEMENT

Data underpins every strategic and operational business decision you make. If your data is wrong, then your decisions will be wrong. Glue Reply's Data Quality Management locates anomalies in your data, decides which are worth fixing, follows through to ensure that they are fixed and monitors to keep it that way.

## YOUR QUESTIONS ANSWERED

Glue Reply's Data Quality Management approach will help an organisation answer the following questions:

- What is 'quality' and how do I measure it?
- Is my data fit for purpose?
- What are the costs and risks to my business of my data quality issues?
- What actions must I take to make data fit for purpose and keep it that way?
- How do I get value for money in fixing data quality issues?
- What is the value of my data?

## OVERVIEW

Glue Reply's Data Quality Management complements Glue Reply's Metadata Management to identify data anomalies, determine their implications on the business, analyse the root causes and take remedial actions on those that are worth fixing.

Repeating this process using cost effective tools ensures overall data quality takes an upward trend. Glue Reply offers a suite of capabilities to help an enterprise understand what data they have, the quality of the data, the potential implications to their business and what actions need to be taken to address them.



**CURRENT STATE ANALYSIS.** Current State Analysis records a survey of the contextual, structural and data properties of a data repository into the Glue Reply Master Metadata.

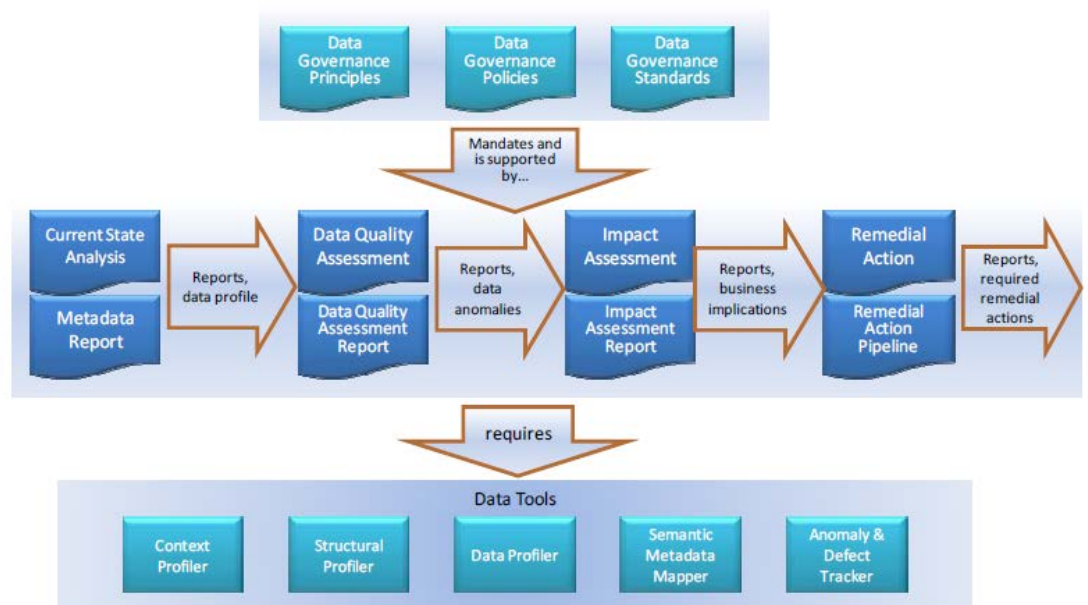
- Contextual current state - surveys the data repository's position and use within the enterprise.
- Structural current state - the components that make up the construction of the data repository. Physical metadata.
- Data current state - a statistical profile of the data contained in the data repository.

- Semantic mapping - the analytical step associating physical metadata to its conceptual equivalent. This applies strict meaning to the components that make up the data repository.

**DATA QUALITY ASSESSMENT.** What anomalies exist within the data, including; inconsistency, lack of integrity, common understanding, cohesion, duplication, redundancy and more.

**IMPACT ASSESSMENT.** What are the implications to the business of the data being wrong in terms of efficiency, decision making, cost, human and technical risk.

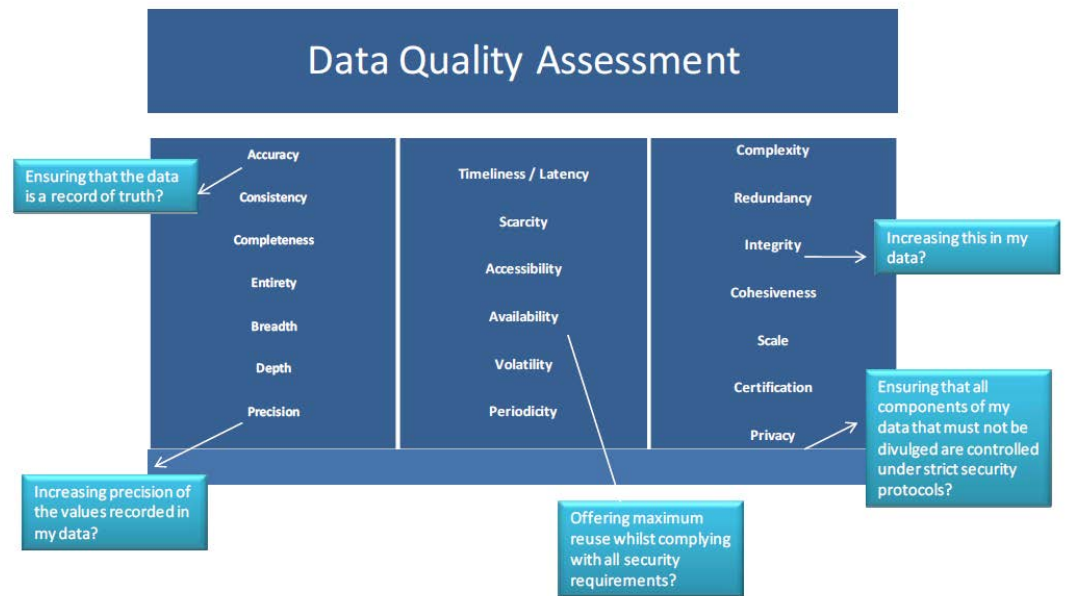
**REMEDIAL ACTION MANAGEMENT.** Determines the root cause of why the data is of poor quality and identifies the actions necessary to resolve the underlying issues, whether these require, process change, systems change or data cleansing.



**MONITORING FOR SUSTAINED QUALITY.** Iterative Data Quality Management can only be performed if it's cost effective. Glue Reply has the capability to perform monitoring and measurement of data quality, with tools that are efficient and methods that ensure there is return on investment.

## IT'S YOUR DATA

Are you asking the kinds of data quality questions listed below? As a data owner, Glue Reply can enable you to resolve questions around data quality.



Glue Reply is UK's leading consulting services organisation focused exclusively on optimising IT/Business alignment and minimising the cost of business and IT technology change. Our core proposition is to help organisations maximise the value from their change and technology investments by helping them define, design, implement and resource best practice:

- Enterprise architecture and business/technology change management processes, roadmaps and competencies;
- Business design and process management initiatives;
- SOA, integration and data management platforms.

Glue Reply UK  
[www.replyltd.co.uk](http://www.replyltd.co.uk)