Enterprise Architecture Led Information Quality Strategy: "Two Sides of the Same Coin"

ABSTRACT

It is estimated that corporations annually lose billions of dollars to clean up bad information. Like having one major oil spill every year. Imagine.

Why corporations do not use enterprise methods to eliminate bad data before it hits our shores? I believe

1. Data flows through enterprises with interferences everywhere. Only a marriage between governance and enterprise quality controls will ensure clean data.

2. Data and Information are not seen as assets. A healthcare company will invest in an "interventions" quality lab but will not support a "data" quality lab. Information generated out of bad data will make the company unable to understand outcomes of interventions and create better patient engagement programs.

Enterprise architecture needs to define quality strategies and create "data quality labs". They are two sides of the same coin.

BIOGRAPHY

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Jay Barua is a recognized leader in Enterprise Data Architecture specializing in Enterprise Business Intelligence, Information Quality and Data Governance. He works for REI, where he is performing a thought leadership role in Enterprise Data Architecture and Business Intelligence. He has created an Information strategy to help transform REI's business strategy to support a multi-channel retail operation.

Previously he was Director of Enterprise Data Warehouse at Healthways where he successfully led data warehouse and data quality initiatives. Prior experience includes Big 5 consulting companies like PricewaterhouseCoopers. His expertise has been tapped by Gartner as an advisor. He serves on the Nashville Technology Council "Turning the Tide of Technology "initiative fund.

He earned a Masters Degree, Computer Science from Cleveland State and spent a year studying Computer Networks at Johns Hopkins University Appliedhysics Laboratory.