Data Quality Makes the Big Time: How We Got Here, and Why We'll Never Be Done.

ABSTRACT

Suddenly, it seems, data quality is top of mind for business and IT stakeholders in many industries. What caused this unprecedented turn of events, and how can data quality professionals harness new-found interest to generate momentum that will make our discipline sustaining? This presentation will provide thoughts on the business drivers, organizational developments, and technology trends that have brought data quality issues to the forefront, and will highlight key gaps that present challenges going forward.

BIOGRAPHY

Ted Friedman
Vice President
Gartner, Inc

Ted Friedman is a vice president in Gartner Research, where he is a member of the information infrastructure team. His research focuses on data integration, data quality, information governance and information management strategy.
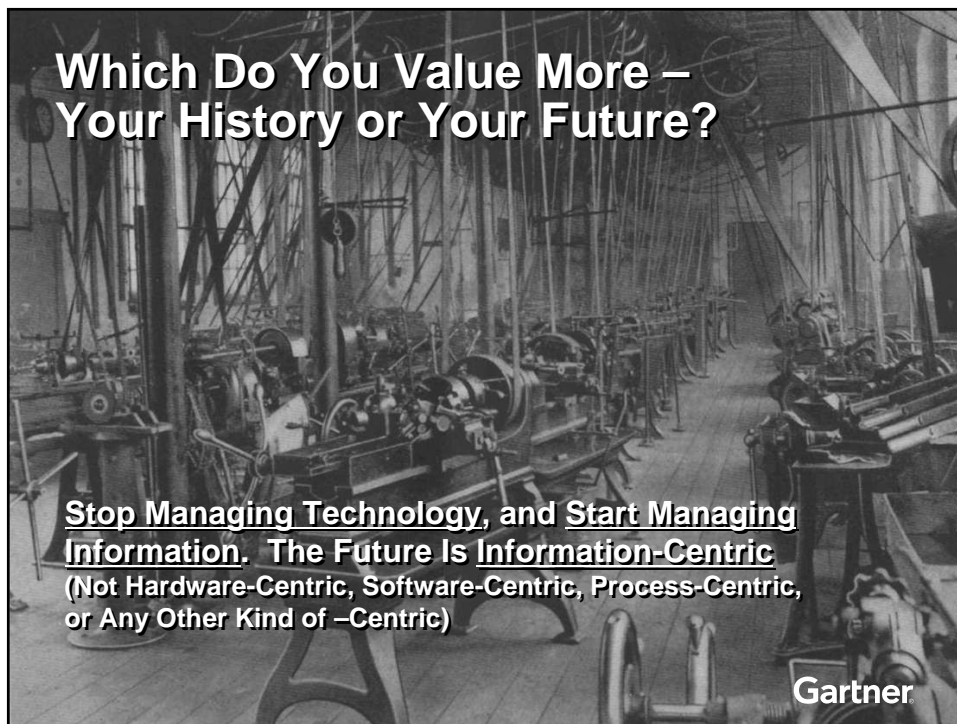
Prior to joining Gartner, Mr. Friedman was employed by several large companies, including Andersen Consulting and GE, where he designed and deployed large-scale relational database applications, business intelligence systems and advanced information technologies. He has more than 20 years of experience in the information technology field.

Data Quality Makes
The Big Time:

How We Got Here,
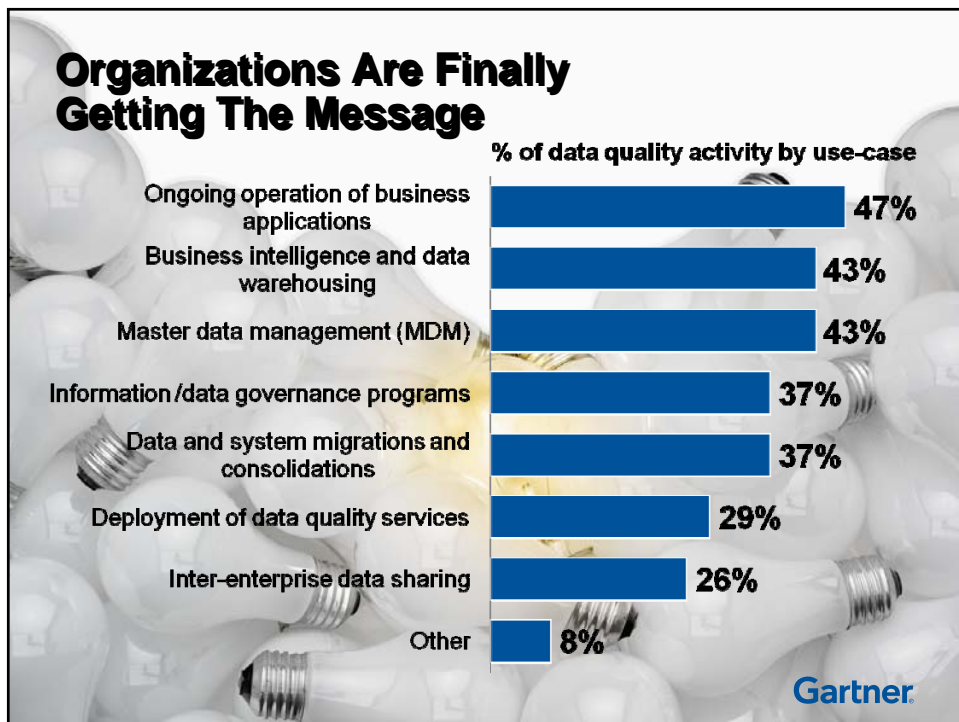and Why We'll
Never Be Done

Ted Friedman, VP Research

Gartner

Which Do You Value More –
Your History or Your Future?

Stop Managing Technology, and Start Managing
Information. The Future Is Information-Centric
(Not Hardware-Centric, Software-Centric, Process-Centric,
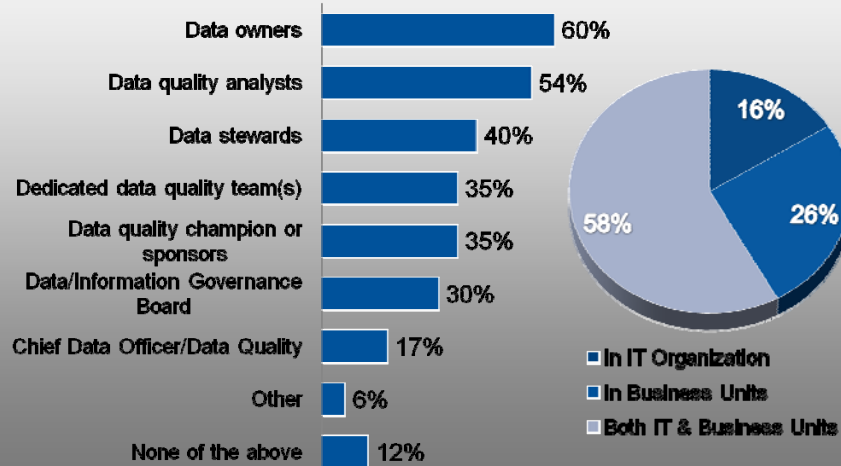or Any Other Kind of –Centric)

Gartner

If It's Nobody's Job (or The Wrong Person's Job), Don't Expect Any Improvement

Establish Data Quality-Focused <u>Business</u> and <u>IT</u> Roles – With <u>Goals</u> and <u>Accountability</u>!

Traditional Perceptions (Data Quality Viewed as "IT's Job") Are Changing

% of organizations with data quality roles

Role	%
Data owners	60%
Data quality analysts	54%
Data stewards	40%
Dedicated data quality team(s)	35%
Data quality champion or sponsors	35%
Data/Information Governance Board	30%
Chief Data Officer/Data Quality	17%
Other	6%
None of the above	12%

- 16% In IT Organization
- 26% In Business Units
- 58% Both IT & Business Units

Gartner

## You Can't Manage What You Can't (or Don't) Measure

Develop Metrics, Assess Them Regularly, and Get Them In Front Of The People That Matter

Gartner

How Much Does Poor-Quality Data Cost You? Most Organizations Have No Idea!!!

Estimated Annual Cost Impact Of Data Quality Issues

- Less than $500K
- $500K to $1 million
- $1M to $5M
- $5M to $25M
- $25M to $50M
- $50M to $100M
- $100M or more
- Don't know

12%
13%
43%
16%
9%
2%
2%
4%
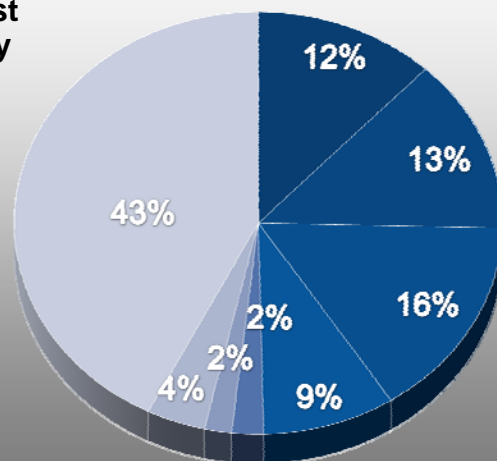
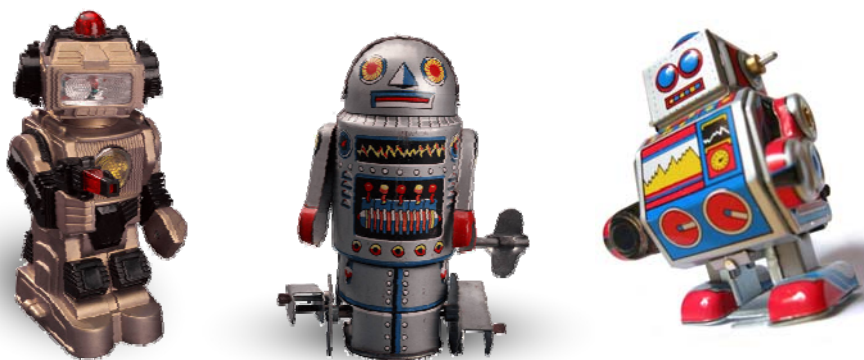Gartner

**We're Finding Lots Of Problems!
Now What???**

**Get Methodology – <u>Prescribed</u>, <u>Repeatable</u>,
<u>Consistent</u> <u>Processes</u> for Issue Resolution**

Gartner.

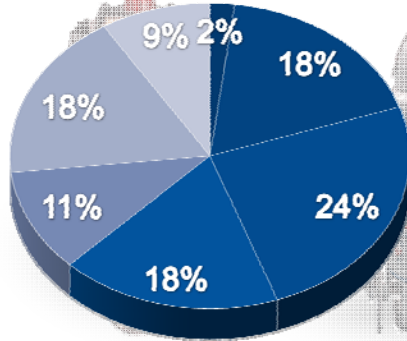**A Tool (or 2, 3, or 10!) Doesn't Guarantee
High-Quality Data**

**It's The Combination Of The <u>Right</u> <u>Tools</u> And The
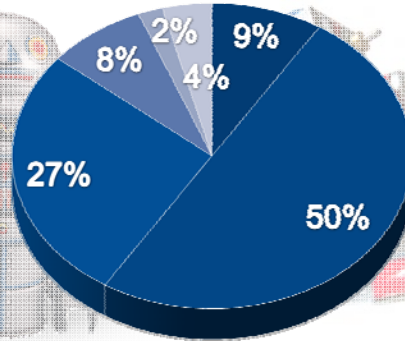<u>Right People Interacting With Them</u> That Counts**

Gartner.

The Tools Add Value, But Their Penetration Must Be Increased

How Many People Are Executing Data Quality Tasks?

18%
24%
18%
11%
18%
9% 2%
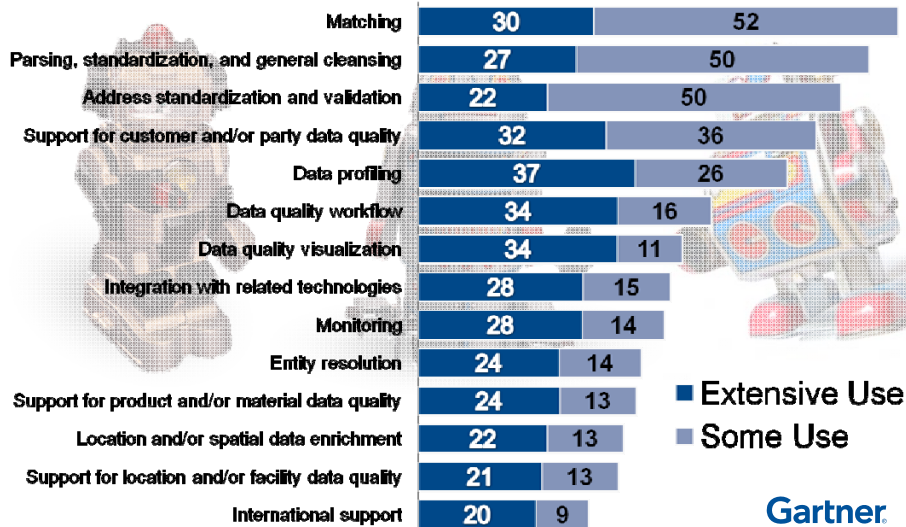
- 1 employee
- 2 to 4 employees
- 5 to 9 employees
- 10 to 19 employees
- 20 to 49 employees
- 50 or more employees

How Many People Are Interacting With The Tools?

9%
50%
27%
8%
2%
4%

- 1 employee
- 2 to 4 employees
- 5 to 9 employees
- 10 to 19 employees
- 20 to 49 employees
- 50 or more employees

Gartner.

Adoption of Business-Facing Functionality Continues To Lag

To What Degree Are Key Data Quality Functional Components In Active Use?

Component	Extensive Use	Some Use
Matching	30	52
Parsing, standardization, and general cleansing	27	50
Address standardization and validation	22	50
Support for customer and/or party data quality	32	36
Data profiling	37	26
Data quality workflow	34	16
Data quality visualization	34	11
Integration with related technologies	28	15
Monitoring	28	14
Entity resolution	24	14
Support for product and/or material data quality	24	13
Location and/or spatial data enrichment	22	13
Support for location and/or facility data quality	21	13
International support	20	9

■ Extensive Use
■ Some Use

Gartner.

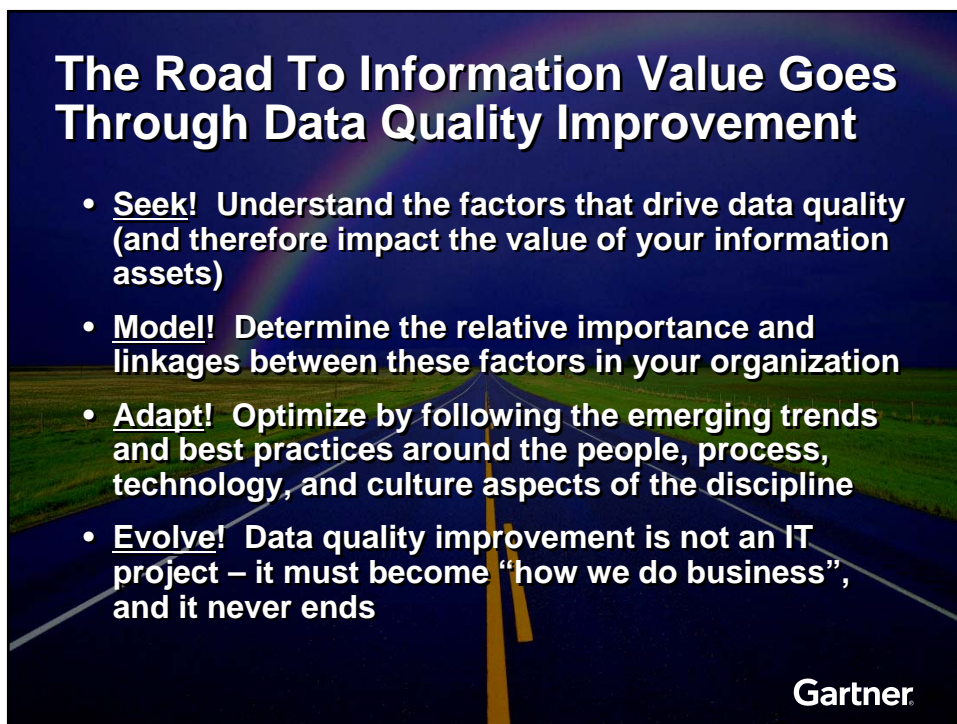**"Our data would have huge value if only we could keep people from touching it!"**

Culture Change Is Hard, So Start Now – <u>Evangelize</u> Constantly and <u>Be Persistent</u>

Gartner

The Road To Information Value Goes Through Data Quality Improvement

- <u>Seek</u>! Understand the factors that drive data quality (and therefore impact the value of your information assets)

- <u>Model</u>! Determine the relative importance and linkages between these factors in your organization

- <u>Adapt</u>! Optimize by following the emerging trends and best practices around the people, process, technology, and culture aspects of the discipline

- <u>Evolve</u>! Data quality improvement is not an IT project – it must become "how we do business", and it never ends

Gartner