



# Information Quality Improvement

## *Processes and Best Practices for Business Performance Excellence*

Altis Consulting is excited to announce that **Larry P. English**, international authority on Information Quality Management and world renowned educator and author, will be delivering a 3 day course and workshop in Sydney in June 2010.

### Why Attend

Poor information quality costs organisations from 20 to 35 percent of operating revenue wasted in recovery from process failure and information scrap and rework. (Source: "Information Quality Applied", L. P. English, 2009). Lost and missed opportunity costs can be even greater.

This course describes the quality principles that must be applied to both business processes and Information Systems processes to achieve Business Performance Excellence. It outlines how to measure and improve information quality to reclaim the profits lost through poor quality information. You learn management techniques for implementing sustainable information quality improvement. Illustrations show leading-edge best practices that result in business effectiveness and competitive advantage.

Taught by Larry P. English, author of "Information Quality Applied: Best Practices for Improving Business Information Processes and Systems", and President and Principal of Information Impact International.

### Who Should Attend

This course is designed for Information Quality personnel, Data Analysts, Data Warehouse personnel, IT Management, Systems Analysts, Business Analysts, Quality Assurance personnel, Process Owners, Information Stewards and Internal and EDP Auditors, Quality Management staff and business personnel who require quality information.

### Learning Outcomes

Upon completion of this course, you will be able to:

- Define information quality and its three components
- Identify information customer-supplier relationships
- Describe categories of information quality tools and how to use them
- Describe how to measure information definition
- Identify how to measure information (content) quality
- Describe how to measure costs of poor quality information
- Describe how to reengineer and correct data and implement audits and controls for data transformation and movement
- Conduct an information quality process improvement initiative
- Describe how to conduct an information quality maturity assessment and gap analysis
- Describe how to organise and manage an information quality environment
- Describe best practices for information quality management

## Course Details

### COURSE

**Information Quality Improvement:** *Processes and Best Practices for Business Performance Excellence*

### LOCATION

Sydney

### WHEN

21-23 June 2010

### REGISTRATION

[www.altis.com.au](http://www.altis.com.au)

### PRICE\*

- Full rate: AU\$2700

- Early bird\*\*: AU\$2300

- Group rate^: AU\$2300

\* All prices above are GST exclusive

\*\* Early bird rate available until 5pm, 16 April 2010

^ 3 or more students from the same organisation registering at the same time

### INFORMATION

Email [training@altis.com.au](mailto:training@altis.com.au) for more information.

Check [www.altis.com.au](http://www.altis.com.au) for latest information.

### OTHER COURSES

See [www.altis.com.au](http://www.altis.com.au) for a full list of course offerings.

Sydney

Canberra

Melbourne

Auckland

## Course Outline

### 1. Defining Information Quality (IQ)

- Quality and information
- Customer satisfaction as business driver
- Defining information quality
- Dispelling myths about IQ

### 2. Applying Quality Principles to Information

- The information product
- Kaizen, TQM and business excellence principles
- Identifying information "customers"
- Customer "expectations" of their information product

### 3. Information Quality Tools and Processes

- Categories of IQ tools
- IQ tools in the TIQM process
- Total Information Quality Management (TIQM) process overview

### 4. Assessing Data Definition and Information Architecture Quality

- Data definition quality characteristics
- Metrics for data definition quality
- Three categories of data definition quality assessment
- Quality Function Deployment: designing quality in data models

### 5. Assessing Information Quality

- Information quality characteristics
- Applying statistical quality control (SQC) to information
- Six sigma and information quality
- Measures for information quality
- Guidelines for effective statistical sampling
- Electronic information quality assessment for validity
- Physical information quality assessment for data accuracy
- Guidelines for effective information quality assessment reporting
- Information quality certification

### 6. Measuring the Costs of Poor Quality Information and the Value of Quality Information

- Calculating information costs
- Customer lifetime value as a measure of information value
- Calculating poor quality information costs
- Calculating quality information value (ROI)

### 7. Improving Information *Process* Quality: Data Defect Prevention

- The Plan-Do-Study-Act cycle for information process improvement
- Planning and implementing process improvements for information quality
- Using cause-and-effect diagrams for root cause analysis
- Information process quality improvement techniques for effectiveness
- From quality assurance to continuous quality improvement
- Best practices for information quality improvement

### 8. Improving Information *Product* Quality: Data Reengineering & Correction (Cleansing)

- Principles of data correction
- Identifying data sources
- "Discovering" business rules in legacy data
- Mapping, transforming, and cleansing legacy data
- Audits and Controls for ETL processes

### 9. Implementing and Sustaining an Information Quality Improvement Environment

- Information quality management maturity grid
- Conducting an information quality maturity assessment and gap analysis
- Deming's fourteen points of quality applied to information
- Facilitating and enabling culture change
- Organising for information quality
- Next steps to TIQM success

## Prerequisites

A basic understanding of management principles.

## Inclusions

A copy of Larry P. English's latest book, 'Information Quality Applied' is included with the course material. Lunch and refreshment breaks are included.



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