

MgDelxis "Enterprise Information Management" Series present to you two engaging platforms:

"Enterprise Data Strategy" on 20 & 21 March 2018

"Data Quality" on 22 & 23 March 2018



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Group Discount!

DATA QUALITY

a Business-Focused approach to achieve sustainable Data Quality improvement



22 & 23 March 2018
Hotel TBC, Singapore

PLATFORM FACILITATOR

Mr. Jon Evans

- Founder of Equillian (based in UK)
- Information Strategist with over 20 years of experience in data quality, data governance and business intelligence

"According to IBM, the yearly cost of poor quality data, in the US alone, in 2016 is \$3.1 trillion."

Today, more than ever, the quality of business data, underpinned by a robust approach to Data Quality Management, is critical to the success of every organisation: high quality data enables good decision making and efficient business processes; poor quality data increases risk and reduces compliance. Unfortunately, Data Quality is a topic that is still impenetrable to many people through the use of unfamiliar jargon and too much emphasis on technology.

In this small class size platform, Mr. Evans will redress the balance, providing **practical insights into how delegates can adopt a rigorous approach to continuous data quality improvement that brings together people, processes and technology.**

Mr. Evans will **explore the ingredients of a data quality battle plan** – the essential weapons that every organisation needs to deploy to support its data quality troops and ensure long-term success. He will provide delegates with **plenty of practical know-how**, including:

- **Dispelling the myths about data quality**
- **Creating an Organisational Framework for data quality**
- **Distilling the many characteristics of data into a small number of simple concepts**
- **Establishing a Measurement Framework for data quality**
- **Exploring the techniques that can be employed to impede the creation of erroneous data**
- **Building the business case through a bottom-up approach**
- **Defining a logical framework for continuous data quality improvement**

Organised by:



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