

Foreword

Let Guilherme Morbey take you on an interesting journey to Data Quality. In the course of a fictional conversation between a consultant and a board member you will learn about the essentials of Data Quality and Data Quality Management. The conversation might take place any time as described or in a very similar fashion. And who knows, maybe it has already occurred.

In an entertaining and meaningful way you will find out how Data Quality can be installed in a technically safe way to support company goals. In the course of this unfolding story will become obvious that Data Quality is an indispensable necessity. And this is not only so because regulatory requests regarding Data Quality appear increasingly on the agenda.

Guilherme Morbey outlines what Data Quality is, how and in which dimensions it is measured reasonably, and how Data Quality measurement can be integrated into existing control mechanisms and into the entire company context. Furthermore he emphasizes that Data Quality should not only be measured, but that Data Quality, including all pertaining processes, should also be properly managed within the organisational set up. It is quite obvious that in traditional companies with their long established lines of action this will bring about some internal frictions. A glance at the success factors tops off the conversation.

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Data Quality for Decision Makers

A dialog between a board member and a DQ expert

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