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*"Extremely knowledgeable on topic
and explains it really well."*

Ann Brigdale, Data Quality Lead
Specialist, Nationwide Building
Society

*"Great energy and enthusiasm -
never flagged."*

Rachel Ware, Quality Analyst,
Reuter's Data

*"Excellent content, relevant, clear
and well delivered. Knows his subject
matter inside out."*

Darrel Green, Asset Catalogue
Manager, Infracore BCV

Presenter



Larry English is
an internationally
recognised speaker,
educator, author and
consultant in knowledge
management and

information quality improvement.
Mr. English has developed the
TIQM Quality System applying
Kaizen quality principles to
information quality management.
He chairs Information Quality
Conferences around the world.
He is a co-founder of the
International Association for
Information and Data Quality
(IAIDQ).

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Information Process Quality Improvement

Best Practices for Business Information Quality and Business Performance
Excellence

Larry English

Overview

Poor information quality costs organizations 20-35% of operating revenue in process failure and "information scrap and rework" in direct costs with missed opportunity costs often greater.

This seminar describes quality principles applied to business and systems processes to achieve effective business performance. It provides guidelines for implementing an effective IQ environment.

Learning Objectives

- Define Information Quality and Information Quality Management and Quality Principles
- Describe categories of information quality tools and how to use them effectively
- Learn how to measure information definition and content quality
- Understand how to measure costs of poor quality information and ROI of process improvements
- Conduct an information quality process improvement initiative to minimize costs of Information Scrap and Rework
- Describe how to organize and manage an information quality environment

Seminar & Workshop Outline

Defining Information Quality (IQ)

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

Applying Quality Principles to Information

- The information product
- Kaizen, TQM and business excellence principles
- Identifying information "customers"
- Customer "expectations" of their information products
- The TIQM® Quality System Overview

Information Quality Tools and Processes

- Categories of IQ tools
- Architecture of IQ tools in the TIQM process

Assessing Information Product Specifications and Information Architecture Quality

- Data definition quality characteristics
- Three categories of data definition quality assessment
- QFD: Designing quality into Information Models and Database Design
- Measuring data definition quality

Assessing Information Quality

- Critical to Quality (CTQ) Information Quality Characteristics
- Applying Statistical Quality Control (SQC) to Information processes

Measuring the Costs of Poor Quality Information and the ROI of Information Process

- Measuring Costs of Poor Quality Information Management Processes
- Calculating Costs of Poor Quality Information
- Calculating Customer Lifetime Value as a measure of Information Value

Improving Information Process Quality: Data Defect Prevention

- The Plan-Do-Check-Act cycle for information process improvement
- Root cause analysis using cause and effect diagrams
- From quality assurance to continuous quality

Minimizing Costs of Information Scrap and Rework

- Principles of data correction control
- Minimizing costs of data transformation and movement

Implementing and Sustaining an Information Quality Improvement Environment

- Deming's fourteen points of quality applied to information
- Organizing and facilitating culture change for information quality

Audience

- Information Quality Team
- Data Management
- Data Warehouse
- IT Management
- Quality Management
- Systems Analysts
- Information Stewards
- Business personnel who require quality information
- Internal and EDP auditors

Special Features

- Free copy of Mr. English's new Information Quality Applied book
- Lecture with exercises and interchange to reinforce the concepts
- Video: How to conduct Kaizen process improvements

TIQM Certification

The TIQM Certification Programme is currently being offered on-site. It requires a minimum of 11-13 days of in-depth training by Larry English in the processes of TIQM coupled with Practicum projects in each required TIQM process. E-mail jeanette.hall@irmuk.co.uk for further information.

Registration Information

Registration Fees:

Full payment or a purchase order is due prior to the event. Payment may be made in Sterling (£) or Euros (€). If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (20%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

GROUP BOOKING DISCOUNTS: 20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Multiple Seminars Discount or any other discount.

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Alternatively, you may book directly at the relevant hotels

Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event
12.30 – 13.30 Lunch 13.30 – 17.00 Event

Mailing Information

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