

TECHNOLOGY TRANSFER PRESENTS

# LARRY ENGLISH

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**INFORMATION**

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**QUALITY**

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**MANAGEMENT**

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**APRIL 7-9, 2010**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



[info@technologytransfer.it](mailto:info@technologytransfer.it)  
[www.technologytransfer.it](http://www.technologytransfer.it)

## ABOUT THIS SEMINAR

Poor Information Quality costs organizations ten to twenty percent of total sales or revenue in the form of process failure and “information scrap and rework.” These costs are real and direct costs equivalent to manufacturing scrap and rework. Lost and missed opportunity costs as a result of poor information quality can be even greater than that. You learn the quality principles that must be applied to both Business processes and information systems processes to achieve effective Business performance. You learn how to measure and improve Information Quality to reclaim the lost profits of poor quality information. This course provides guidelines for implementing a Total Information Quality Management (TIQM) environment to create a “Center of Excellence” and sustain an Information Quality environment for Business effectiveness. W. Edwards Deming’s 14 Points of Quality provide the basis for defining an Information Quality Management environment. You learn Management techniques for implementing sustainable Information Quality improvement. Illustrations show leading-edge Best Practices that result in Business effectiveness and competitive advantage.

### WHAT YOU WILL LEARN

- 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 quality
- 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 organize and manage an Information Quality environment
- Describe Best Practices for Information Quality Management

### WHO SHOULD ATTEND

- Information Quality Personnel
- Data Administrators
- Data Analysts
- Database Administrators
- 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

<p><b>1. Defining Information Quality (IQ)</b></p> <ul style="list-style-type: none"> <li>• Quality and Information</li> <li>• Customer satisfaction as Business driver</li> <li>• Defining Information Quality</li> <li>• Dispelling myths about IQ</li> </ul> <p><b>2. Applying Quality Principles to Information</b></p> <ul style="list-style-type: none"> <li>• The Information product</li> <li>• Kaizen, TQM and Business excellence principles</li> <li>• Identifying Information “customers”</li> <li>• Customer “expectations” of their Information product</li> </ul> <p><b>3. Information Quality Tools and Processes</b></p> <ul style="list-style-type: none"> <li>• Categories of IQ tools</li> <li>• IQ tools in the TIQM process</li> <li>• Total Information Quality Management (TIQM) process overview</li> </ul> <p><b>4. Assessing Data Definition and Information Architecture Quality</b></p> <ul style="list-style-type: none"> <li>• Data definition quality characteristics</li> <li>• Metrics for data definition quality</li> <li>• Three categories of data definition quality assessment</li> <li>• Quality Function Deployment: designing quality in data models</li> </ul> <p><b>5. Assessing Information Quality</b></p> <ul style="list-style-type: none"> <li>• Information Quality characteristics</li> <li>• Applying Statistical Quality Control (SQC) to Information</li> <li>• Six sigma and Information Quality</li> <li>• Measures for Information Quality</li> <li>• Guidelines for effective statistical sampling</li> <li>• Electronic Information Quality assessment for validity</li> </ul>	<ul style="list-style-type: none"> <li>• Physical Information Quality assessment for data accuracy</li> <li>• Guidelines for effective Information Quality assessment reporting</li> <li>• Information Quality certification</li> </ul> <p><b>6. Measuring the Costs of Poor Quality Information and the Value of Quality Information</b></p> <ul style="list-style-type: none"> <li>• Calculating Information costs</li> <li>• Customer lifetime value as a measure of Information value</li> <li>• Calculating poor Quality Information cost</li> <li>• Calculating Quality Information value</li> </ul> <p><b>7. Improving Information Process Quality: Data Defect Prevention</b></p> <ul style="list-style-type: none"> <li>• The Plan-Do-Check-Act cycle for Information Quality improvement</li> <li>• Planning and implementing process improvements for Information Quality</li> <li>• Using cause-and-effect diagrams for root cause analysis</li> <li>• Information process Quality improvement techniques for effectiveness</li> <li>• From quality assurance to continuous Quality improvement</li> <li>• Best practices for Information Quality improvement</li> </ul> <p><b>8. Improving Information Product Quality: Data Reengineering &amp; Correction (Cleansing)</b></p> <ul style="list-style-type: none"> <li>• Principles of data correction</li> <li>• Identifying data sources</li> <li>• “Discovering” Business rules in legacy data</li> <li>• Mapping, transforming, and cleansing legacy data</li> <li>• Audits and Controls for ETL processes</li> </ul>	<p><b>9. Implementing and Sustaining an Information Quality Improvement Environment</b></p> <ul style="list-style-type: none"> <li>• Information Quality Management maturity grid</li> <li>• Conducting an Information Quality maturity assessment and gap analysis</li> <li>• Deming’s fourteen points of Quality applied to Information</li> <li>• Facilitating and enabling culture change</li> <li>• Organizing for Information Quality</li> <li>• Action steps to TIQM success</li> </ul>
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## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1500</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within</b> <b>March 23, 2010</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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### LARRY ENGLISH INFORMATION QUALITY MANAGEMENT

April 7-9, 2010  
Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 1500

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name .....

surname .....

job title .....

organisation .....

address .....

postcode .....

city .....

country .....

telephone .....

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e-mail .....



Stamp and signature

Send your registration form with the receipt of the payment to:  
**Technology Transfer S.r.l.**  
Piazza Cavour, 3 - 00193 Rome (Italy)  
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info@technologytransfer.it  
www.technologytransfer.it



## SPEAKER

**Larry English** is an internationally recognized speaker, educator, author and consultant in Information and Knowledge Management and Information Quality improvement. He also provides consulting and education in information stewardship, strategic information visioning, information technology evaluation, information resource management and data administration, data modeling and facilitation, and value-centric application development methods. Mr. English has developed the Total Information Quality Management (TIQM) methodology 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). He was featured as one of the “21 Voices for the 21st Century” in *Quality Progress*, the journal of the American Society for Quality. DAMA awarded him the 1998 “Individual Achievement Award” for his contributions to the field of Information Resource Management. Mr. English has served as an Adjunct Associate Professor in computer science. He is a member of the American Society for Quality and is a former advisor for DAMA. He has also been an active member of various ANSI (American National Standards Institute) standards committees, and he is an editorial advisor for *DM Review*. A frequent keynote speaker, Mr. English writes the monthly “Plain English about Information Quality” column for *DM Review*, and is the author of the highly acclaimed “**Improving Data Warehouse and Business Information Quality**”, also available in Japanese, and numerous articles for publications in the US and Europe.