

12-14 April 2010, London

Fee £1445 & VAT (£216.75) =
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Group Booking & Series
Discounts Available

Data Management Series

Successful Master Data
Management

17-18 September 2009, London

Data Modelling Fundamentals

22-23 September 2009,

23-24 February 2010, London

Data Modelling Masterclass

24-25 September 2009,

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DW 2.0: Next Generation

of Data Warehousing

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Information Quality
Improvement

12-14 April 2010, London

Series Discounts

Attend more than one course in
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2nd course	10%
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Group Booking Discounts

If 5 delegates from the same
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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,
Reuters Data

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

Darrel Green, Asset Catalogue
Manager, Infraco BCV

Presenter



Mr. English is an
internationally
recognized 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).

In-House Training

For an in-house presentation
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Information Quality Improvement

Processes and Best Practices for Business Performance Excellence

Larry English

Overview

Poor information quality costs organizations 10-20% 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 its three components
- Describe categories of information quality tools and how to use them
- Describe how to measure information definition and content quality
- Describe how to measure costs of nonquality information
- Describe how to reengineer and correct data and implement audits and control for data movement
- Conduct an information quality process improvement initiative
- 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 product

Information Quality Tools and Processes

- Categories of IQ tools
- TIQM® Quality System Overview
- Architecture of IQ tools in the TIQM process

Assessing Data Definition and Information Quality

- Data definition quality characteristics
- Three categories of data definition quality assessment
- QFD: Designing quality in data models
- Metrics for data definition quality

Assessing Information Quality

- Information quality characteristics
- Applying statistical quality control (SQC) to information

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

- Calculating information costs
- Calculating poor quality information cost
- Calculating 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

Improving Information Product Quality: Data Reengineering & Correction (Cleansing)

- Principles of data correction
- Audits and Controls for ETL processes
- Discovering "business rules" in legacy data

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

Special Features

- Lecture with exercises and interchange to reinforce the concepts
- All delegates will receive a Free copy of "Improving Data Warehouse and Business Information Quality" book, written by Larry English, as well as course documentation

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 (15%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

GROUP DISCOUNTS: For every 4 people from one company who register for the same event, at the same time, a 5th delegate may attend FREE! Please Note: We cannot offer any other published discounts / offers to those taking advantage of this group discount.

The registration fee includes the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

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Cancellation Liability: In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

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IRM UK in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

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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

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

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