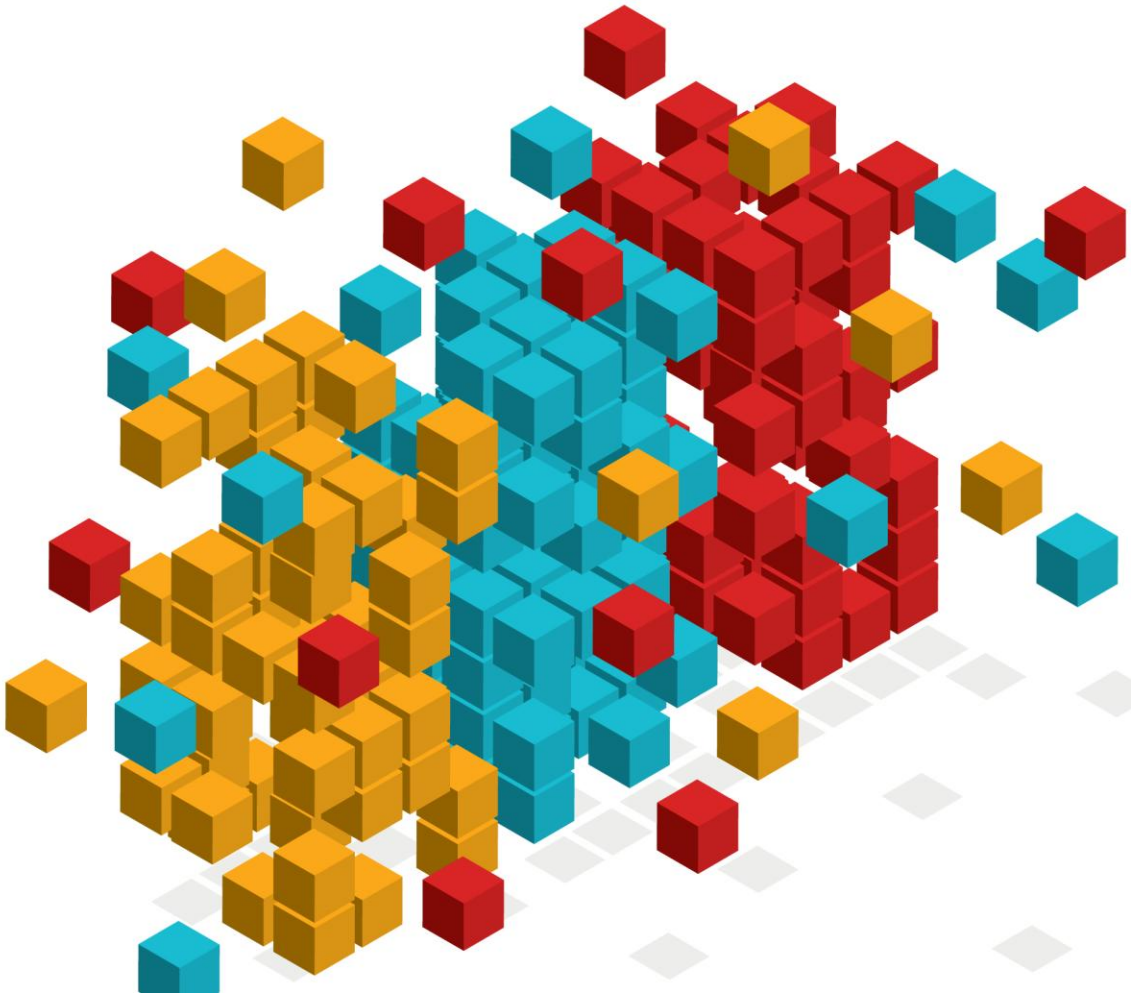
Smarter technology for a smarter planet:

Trusted data is the foundation for a smarter organisation.



Data Quality Dashboard

A presentation on delivering a data quality firewall for information access

Presentation by Kieran Hagan

IBM ANZ Information Management Client Technical Sales Manager
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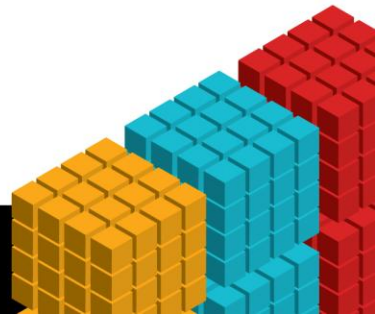
What we'll discuss

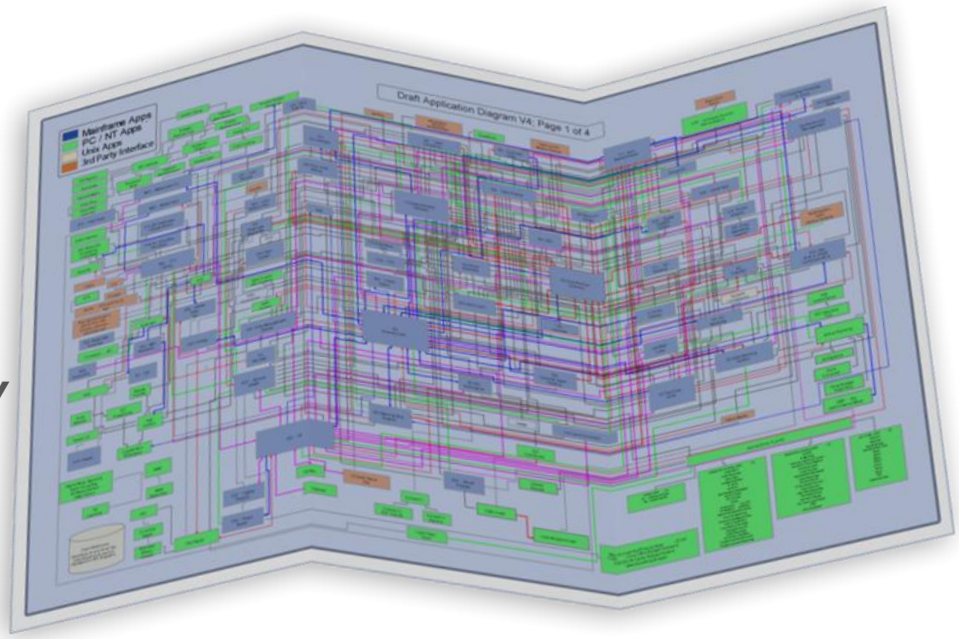
- Poor Quality Data impacts your ability to make key decisions
  - Is your organisation addressing these challenges?
- Leveraging InfoSphere Technologies
  - What is InfoSphere?
  - How can it complement your Cognos investment?
- IBM Solutions work in concert as an Information Supply Chain delivering Trusted Information



Do We Leverage Information For Smarter Business Outcomes?

42% of managers use wrong information at least once a week

59% of managers miss information valuable to their jobs because they can't find it



47% of users don't have confidence in their information

Sources: [Accenture Survey, January 2007](), [AIIM Survey, July/August 2007]()

Customer Business Challenges

Too much information and not knowing what's important

- Not using measures or KPI's to highlight information value
- Not using data enrichment to optimise business utilisation
- Not leveraging information in right-time for users

Multiple versions of the truth

- Problems managing customer, product and partner interactions
- Regulatory compliance inhibited by poor transparency

Lack of trusted information

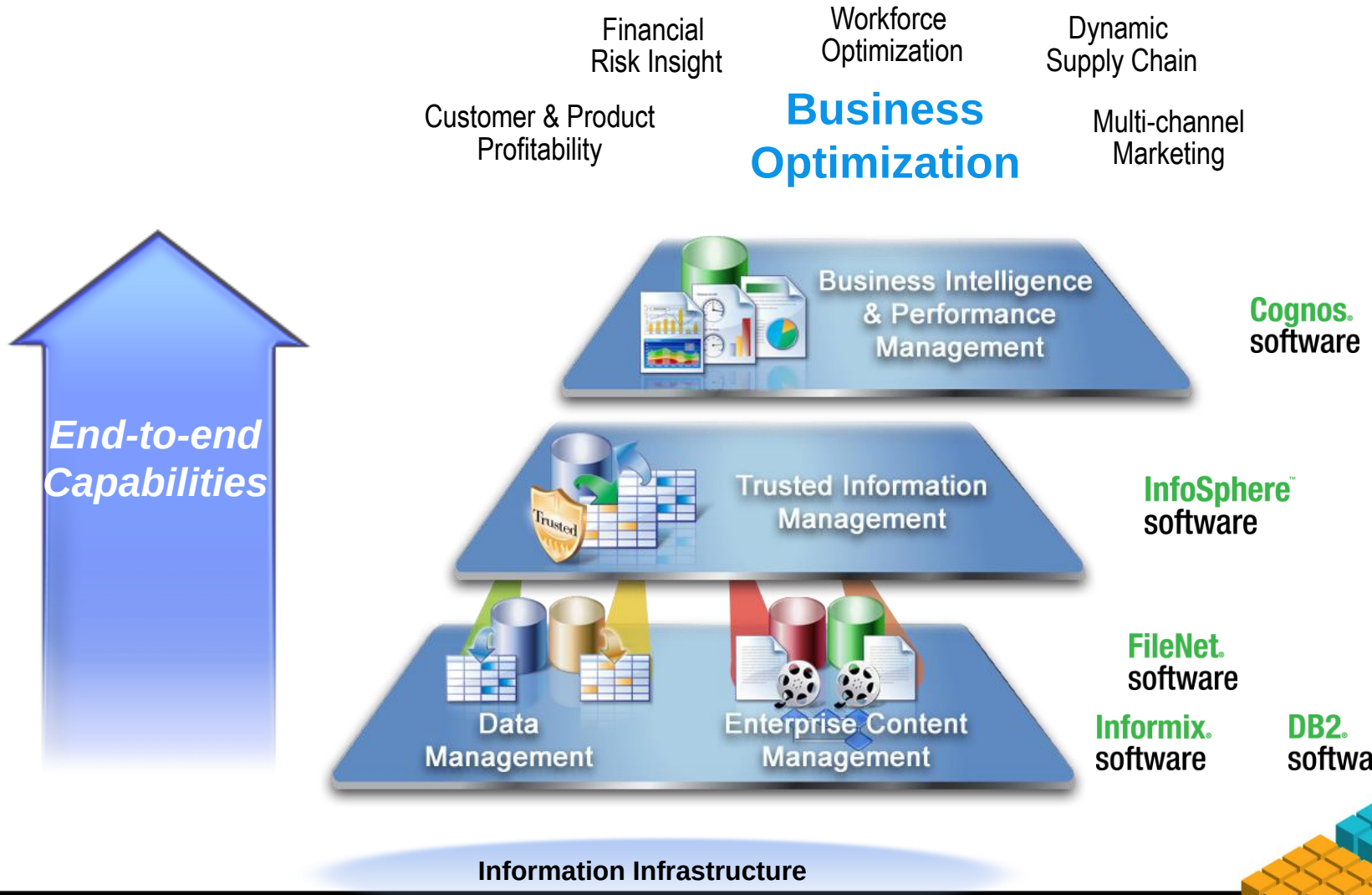
- Incomplete, out-of-date, inaccurate, misinterpreted data
- Difficult to understand or control how information is used

Lack of agility

- Inability to take advantage of opportunities for innovation
- Escalating costs due to inflexible systems and changing needs

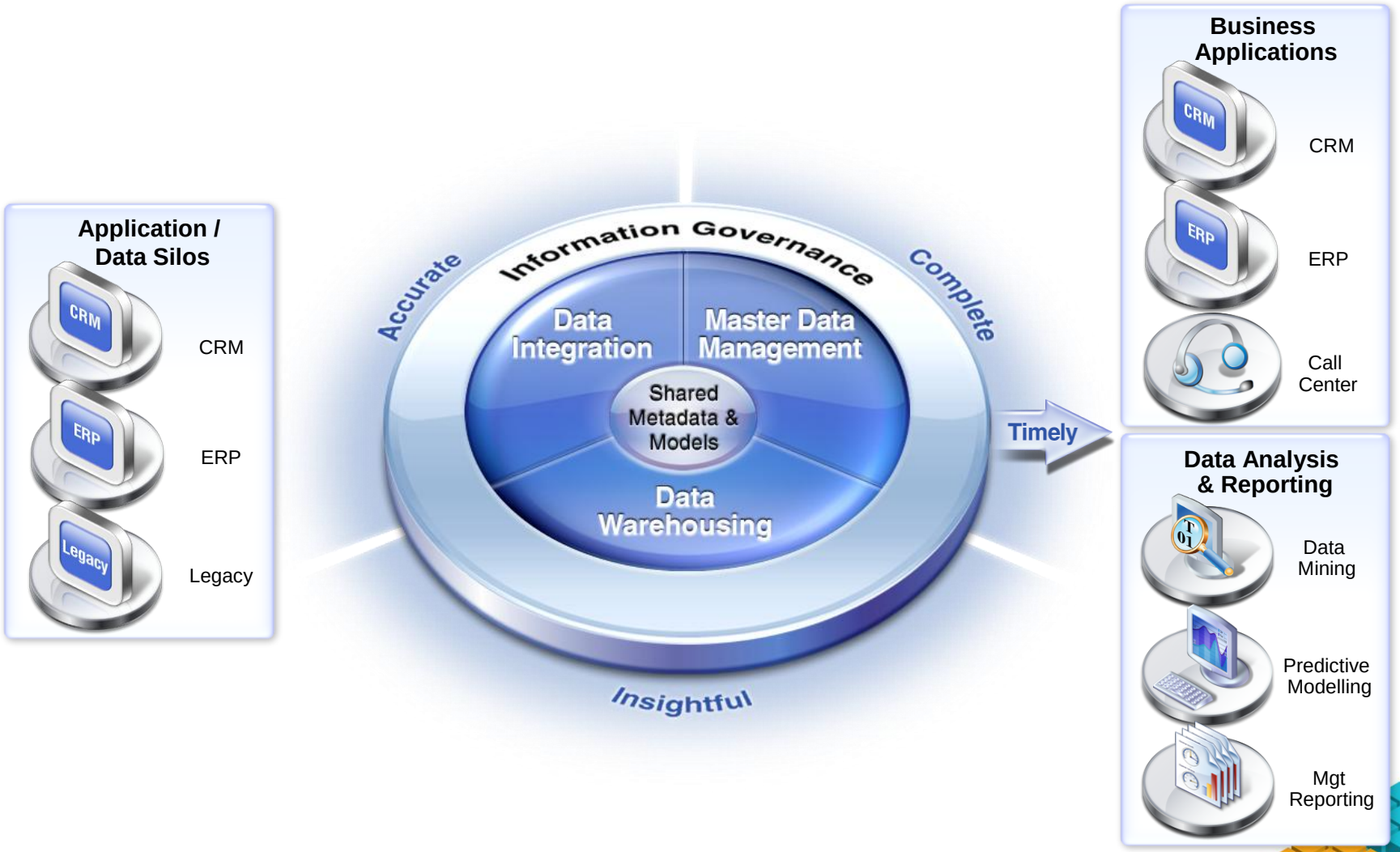
4

IBM Software Portfolio for Information Management



The IBM InfoSphere Information Platform

The foundation for building trust in your information



Customer Requirements

PROBLEM	TODAY: 30% Open Incidents are as a result of poor quality data*
PROPOSED SOLUTION	Introduction of a Data Quality Firewall into EDW+E to provide proactive detection and alarming of data quality issues from receipt of data from source systems to presentation in the BI and Analytics layer
ANTICIPATED RESULT	Improve the communication of EDW data health to all EDW users: ➢ Provide a business centric view ➢ Provide an IT operational centric view

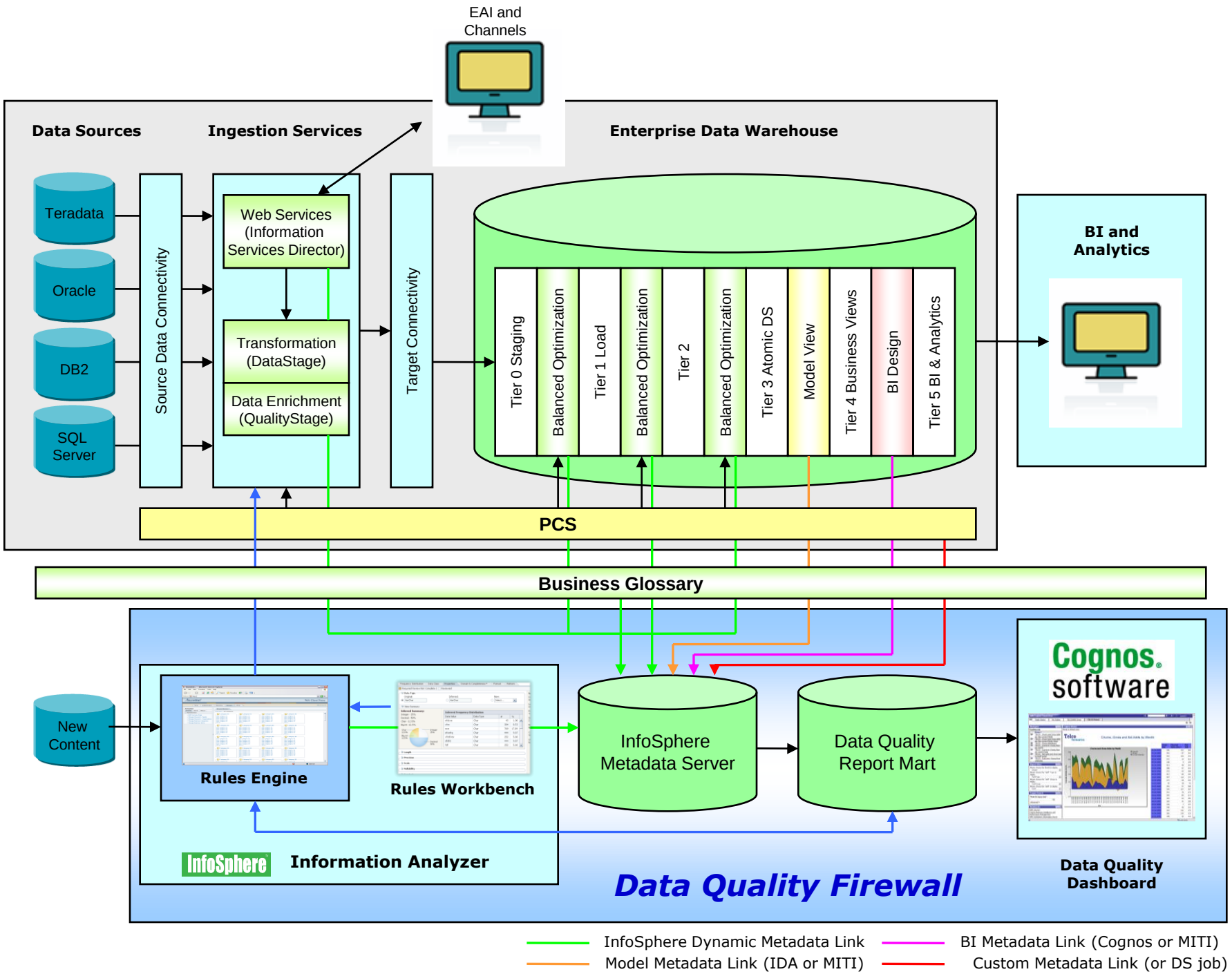
Accurate
Complete
Timely

FIREWALL MEASURES
Systematic measure based data analysis

Trusted
Relevant
Understood
Engineered

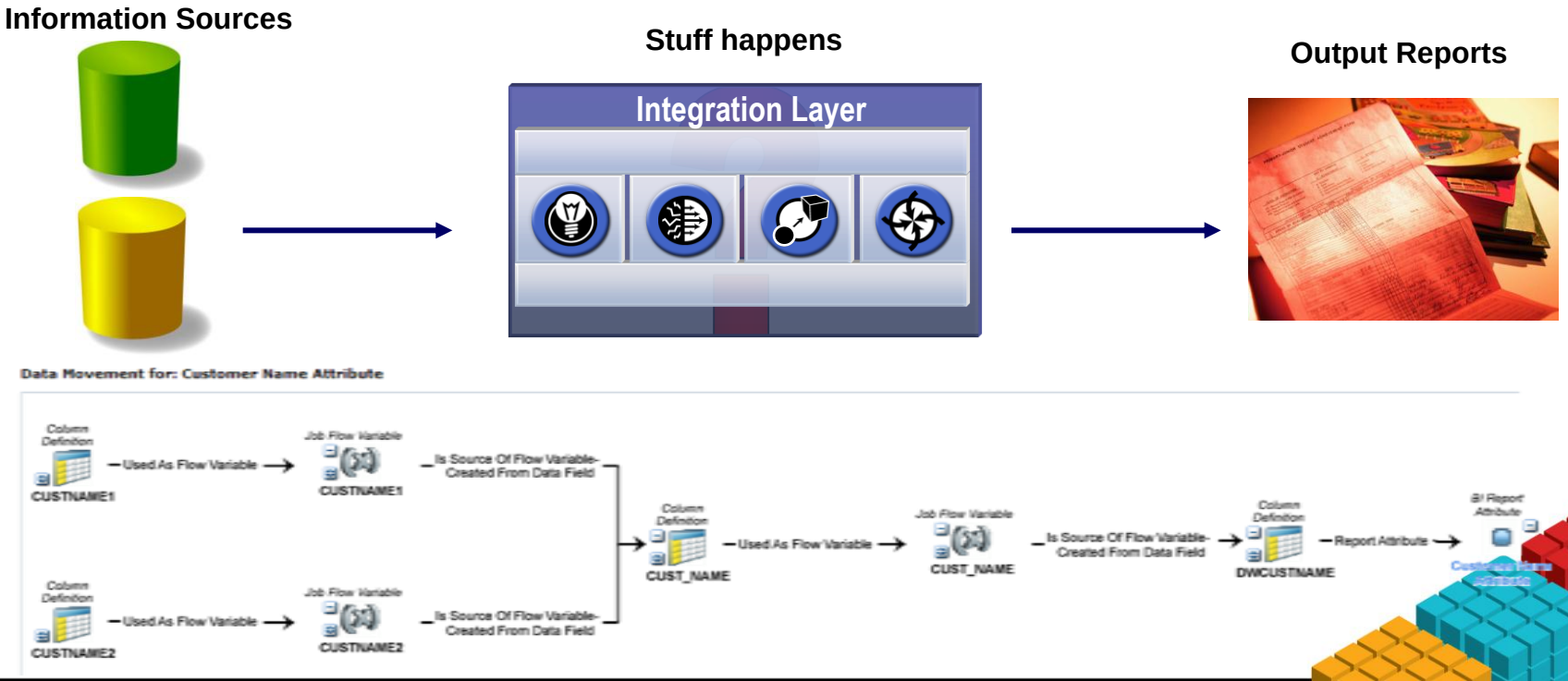
Key **behavioural** elements valued by users & considered the ***'tipping point'*** for EDW adoption & usage

By design not accident the data is structured


EAI and Channels
Data Sources
Ingestion Services
Enterprise Data Warehouse
Teradata
Oracle
DB2
SQL Server
Source Data Connectivity
Web Services (Information Services Director)
Transformation (DataStage)
Data Enrichment (QualityStage)
Target Connectivity
Tier 0 Staging
Balanced Optimization
Tier 1 Load
Balanced Optimization
Tier 2
Balanced Optimization
Tier 3 Atomic DS
Model View
Tier 4 Business Views
BI Design
Tier 5 BI & Analytics
BI and Analytics
PCS
Business Glossary
New Content
Rules Engine
Rules Workbench
InfoSphere Metadata Server
Data Quality Report Mart
Cognos. software
InfoSphere
Information Analyzer
Data Quality Firewall
Data Quality Dashboard
InfoSphere Dynamic Metadata Link
BI Metadata Link (Cognos or MITI)
Model Metadata Link (IDA or MITI)
Custom Metadata Link (or DS job)

The ideal state…

- No knowledge gap
- The Business and Operations can interrogate feeds
- Mutual involvement has helped produce the outcome



What Do You Need to Establish a Data Quality Program?

- A foundation platform that centralises quality rules and provides auditable data quality
- Business-driven, data-centric design environment for data quality rules
- An ongoing process for data quality
- A way to measure quality over time
- Universal deployment of quality rules across all points of entry
- Data quality ownership and data governance
- Management sponsorship and a corporate mandate for data quality improvement

Further information

- For details on InfoSphere:

http://www-01.ibm.com/software/data/infosphere/

- For details on Cognos and Information Server integration:

http://www.ibm.com/developerworks/data/library/techarticle/dm-0907metadataintegration/

- For details on Data Quality:

http://www-01.ibm.com/software/data/integration/capabilities/cleanse.html

- For details on Information Governance:

http://www-01.ibm.com/software/info/itsolutions/information-governance/

InfoSphere™
software

Trusted Information