![ibi Information Builders logo]

WHY WE NEED A

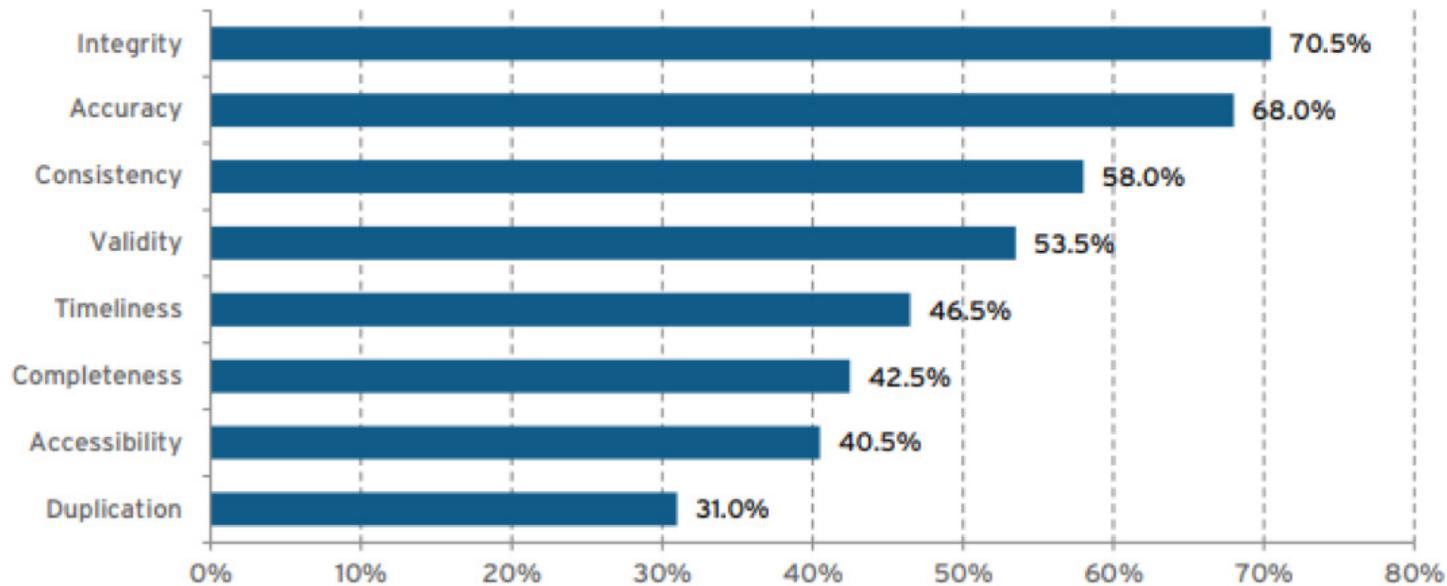# Data Quality Maturity Model

How Do We Get There?

- Data quality problems continue to plague most organizations

- Many take a reactive approach, responding to problems as they arise

- To achieve true data quality, they must become proactive

THE STATE OF:

Enterprise Data Quality

BLACK & WHITE PAPER [1]
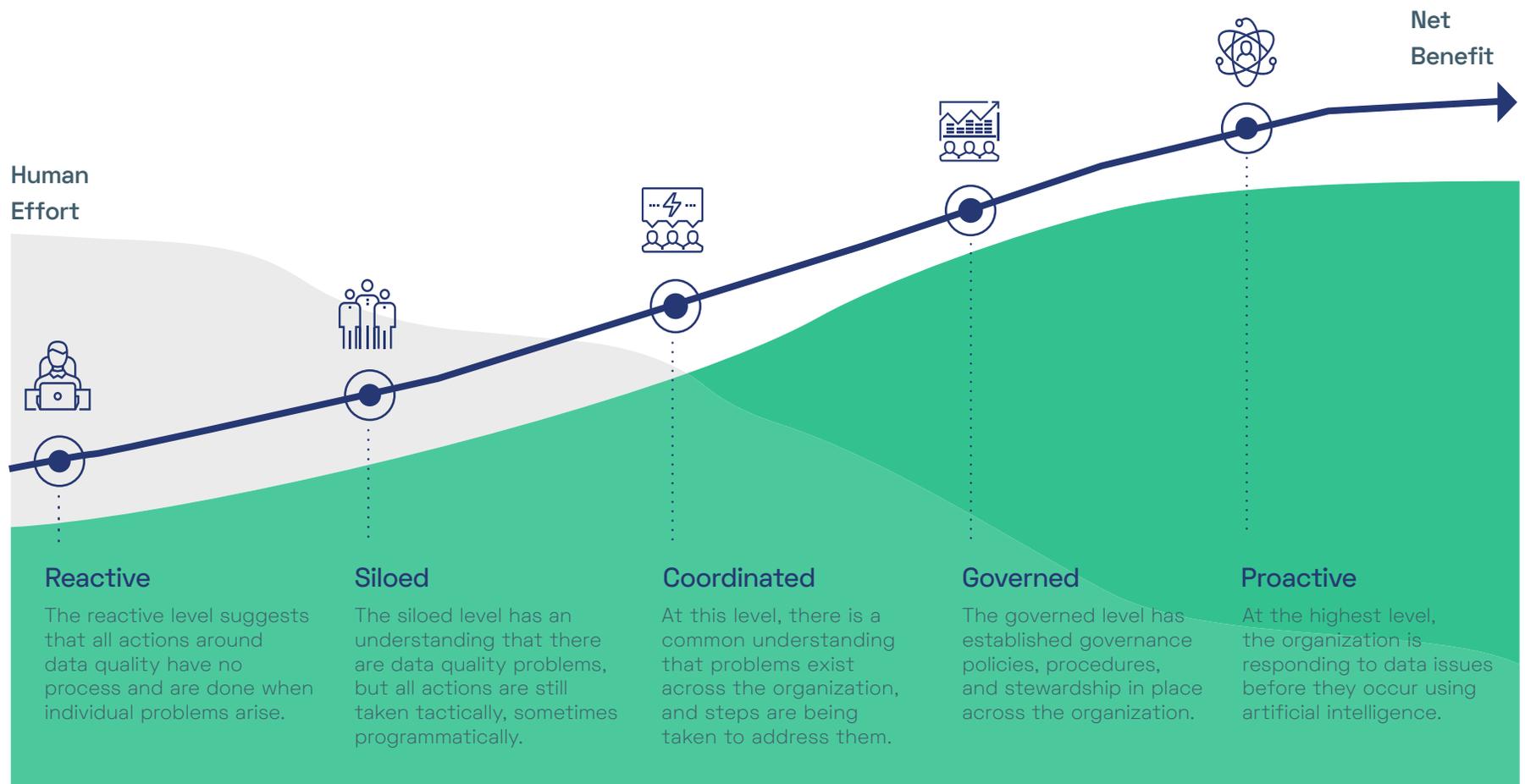THE STATE OF ENTERPRISE DATA QUALITY: 2016

Figure 7: Data Attributes That Need to Be Addressed

Attribute	Percentage
Integrity	70.5%
Accuracy	68.0%
Consistency	58.0%
Validity	53.5%
Timeliness	46.5%
Completeness	42.5%
Accessibility	40.5%
Duplication	31.0%

1 Lehmann, Carl, et al. "The State of Enterprise Data Quality: 2016 Perception, Reality and the Future of DQM." Black & White Paper a Report Commissioned by Blazent, Jan. 2016.

Data Maturity Model Levels

Net Benefit

Human Effort

Reactive
The reactive level suggests that all actions around data quality have no process and are done when individual problems arise.

Siloed
The siloed level has an understanding that there are data quality problems, but all actions are still taken tactically, sometimes programmatically.

Coordinated
At this level, there is a common understanding that problems exist across the organization, and steps are being taken to address them.

Governed
The governed level has established governance policies, procedures, and stewardship in place across the organization.

Proactive
At the highest level, the organization is responding to data issues before they occur using artificial intelligence.

1. Progress to Maturity:
Moving From <u>Reactive</u> to <u>Siloed</u>

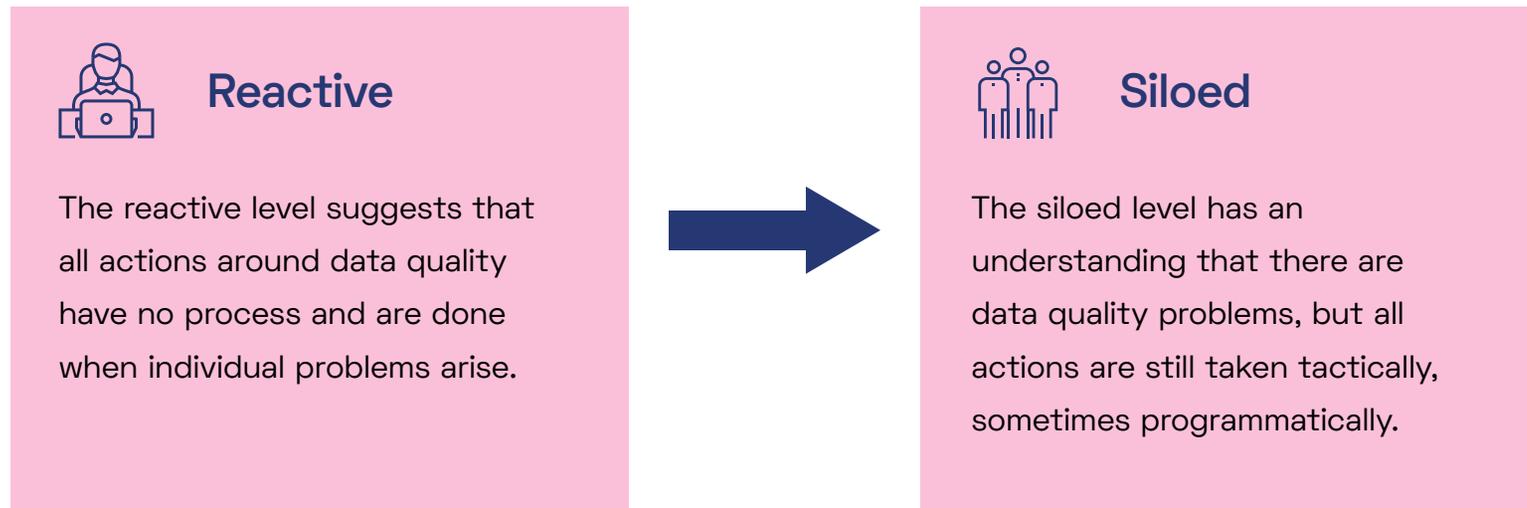### Reactive organizations have:

- A limited number of people

- No senior management visibility

- Limited business process

- An "ad hoc" way of dealing with problems

They transition to being siloed by:

- Getting a growing number of people to see the same problem across applications

- Beginning to realize that there is a systemic data quality problem

- Using tactical methods to solve problems, but addressing them programmatically

Start with… no management visibility, all issues handled ad hoc with limited or no process.

Reactive

The reactive level suggests that all actions around data quality have no process and are done when individual problems arise.

Siloed

The siloed level has an understanding that there are data quality problems, but all actions are still taken tactically, sometimes programmatically.

End with… a growing realization of the problem and tactical responses both in the business and in IT.

2. Progress to Maturity:
Moving From <u>Siloed</u> to <u>Coordinated</u>
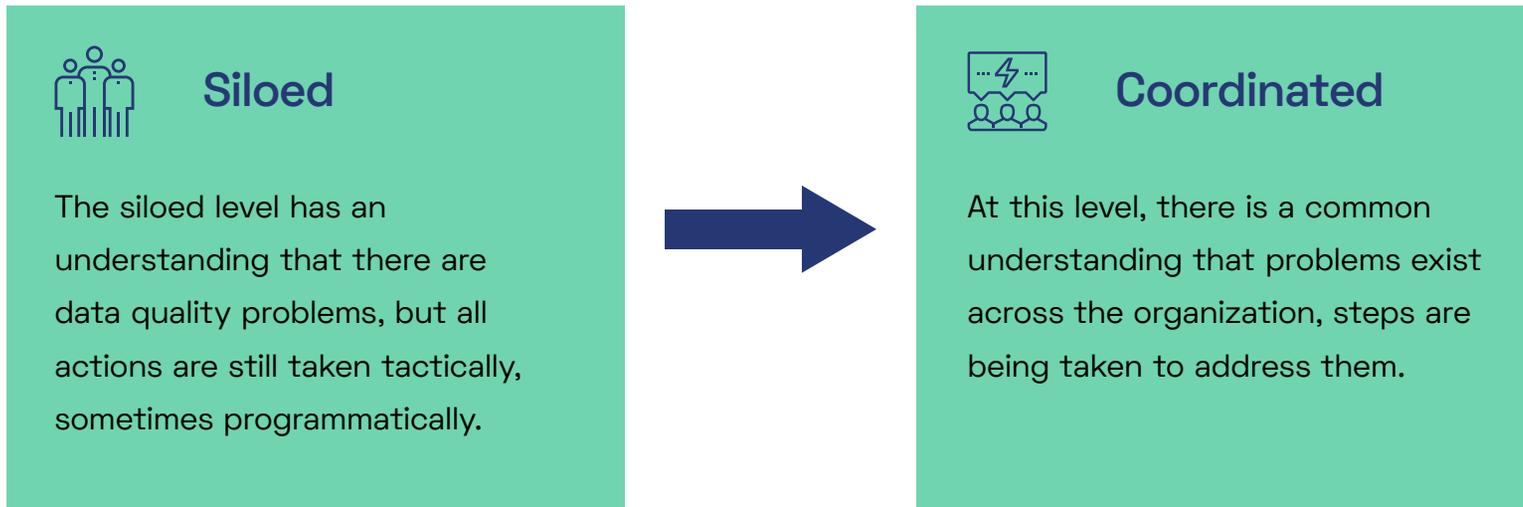
Siloed companies have:

- A growing understanding of the data quality problem

- Tactical fixes (in both business processes and applications)

To become coordinated, they must

- Gain an understanding throughout the organization that a systemic data quality problem exists

- Realize that tactical solutions won't work

- Discuss and implement data quality technology and begin a data governance program

Start with… a growing understanding of the data quality problems and tactical solutions being deployed to resolve them.

Siloed

The siloed level has an understanding that there are data quality problems, but all actions are still taken tactically, sometimes programmatically.

Coordinated

At this level, there is a common understanding that problems exist across the organization, steps are being taken to address them.

End with… a realization of systemic data quality problems and the beginning of data governance with data quality technology.

3. Progress to Maturity:
Moving From Coordinated to Governed
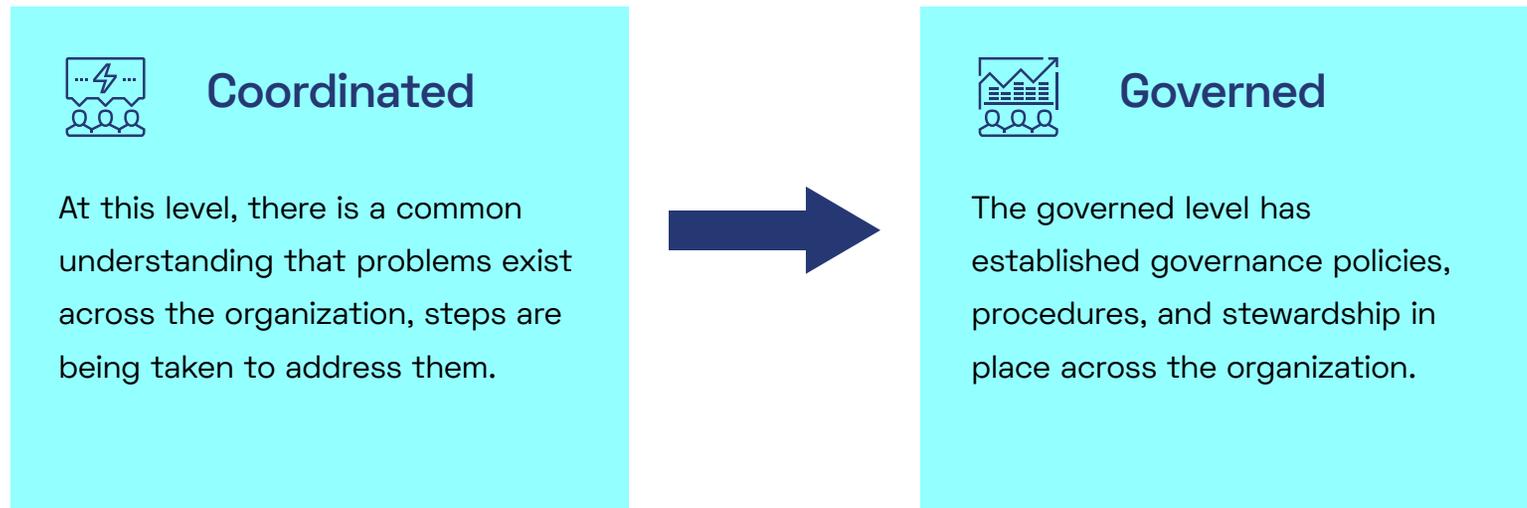
Coordinated organizations will:

- Take an overall organizational approach to data quality maturity

- Begin to implement governance and technology

To transition to being governed, they must:

- Implement a data governance program with full policies and standards

- Create a global sense of data stewardship with more people aware of, and responsible for, data quality

Start with... basic data governance being done and data quality technology implemented.

Coordinated

At this level, there is a common understanding that problems exist across the organization, steps are being taken to address them.

Governed

The governed level has established governance policies, procedures, and stewardship in place across the organization.

End with... a full data governance program with policies, standards, procedures, and data stewardship.

4. Progress to Maturity:
Moving From <u>Governed</u> to <u>Proactive</u>

Governed organizations will:

- Make data governance a priority

- Employ data stewardship

- Use technology effectively

They become **proactive** by:

- Proactively responding to data-related problems

- Employing the use of artificial intelligence into data management technology

- Predicting negative operational trends and addressing them before they happen

Start with… a complete data governance program employing data quality technology as a core competency.

Governed

The governed level has established governance policies, procedures, and stewardship in place across the organization.

Proactive

At the highest level, the organization is responding to data issues before they occur using artificial intelligence.
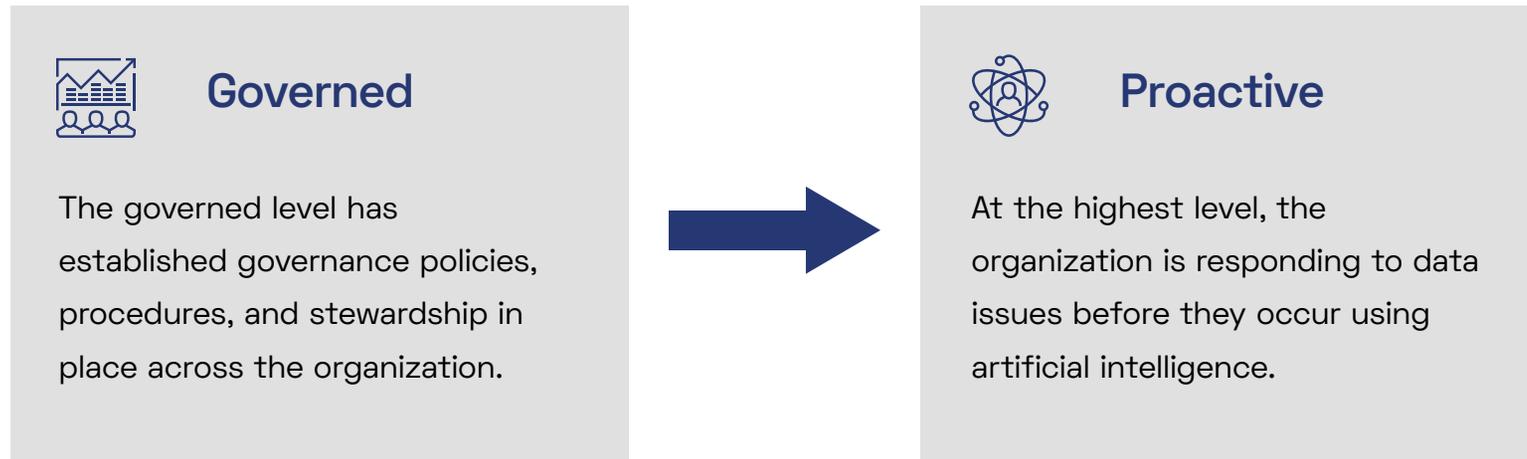
End with… proactively responding to data-related problems using artificial intelligence and predictive analytics.

Data Quality Maturity Model

Data quality becomes part of the organization's culture:

- Policies, processes, and technologies are in place to ensure ongoing integrity of enterprise information

- Stakeholders across the organization embrace the importance of maintaining data accuracy and consistency

High-quality data flows throughout an organization to:

- Increase the value of information capital

- Enable faster, smarter decisions

- Make it easier to achieve regulatory compliance

City of Charlotte, North Carolina

"Charlotte's master data management solution for addresses, based on solid technology and outstanding service from ibi, has enabled the city and the county to work towards the common goal of enhanced citizen service."

Jeff Stovall
Chief Information Officer

Gore Mutual Insurance Company

"ibi technologies helped us improve data quality and timeliness by unifying data, optimizing its integrity, and making it directly accessible."

Jamie McDougall
Vice President, BI and Analytics

About ibi

ibi is a data and analytics company that embeds intelligence into — everything.

From the beginning, ibi has known the importance of data and insights to make better decisions. We help organizations get their complex and disconnected data in order, so they can build, embed, and automate intelligence into everything they do. By preparing organizations for the future and turning them into builders – information builders – everyone can use enterprise-trusted data at scale to drive their growth.

Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi's open platform and industry-specific building blocks accelerate speed to market, improve operational efficiency, and enhance their customers' experience.

ibi. build a better future.

Request a demo
See ibi in action and imagine what you will build. ibi.com/request-a-demo.