

## **New Publication: "Datenqualität erfolgreich steuern" (Controlling Data Quality Successfully)**

Specialist book presents practical solutions for business intelligence projects

Zurich, 4 June 2009. Errored data is only noticed in most companies when users access the data warehouse and discover inconsistencies. If this happens, there is a risk that the poor data quality will drive end users in the specialist units to avoid the available BI applications and take decisions without the backup of sound data. Data quality is therefore one of the crucial factors for the success of BI projects and is the top priority among CIOs. This is borne out by the 2009 Capgemini IT Trends survey. The challenge today is to actually get to grips with the data flow within a company along with the many factors that influence it. Ways of achieving this are explained in the specialist book "Controlling Data Quality Successfully" which has now been published by SIGS DATACOM as part of the TDWI book program and is distributed by the Carl Hanser Verlag. The book is aimed at project managers, IT architects, analysts, developers and those responsible in corporate management who want to optimize data quality in their companies.

### **Data quality management roadmap**

In this book, the authors use examples to illustrate how those responsible for IT can take targeted steps to improve the quality of their data. They start by giving an outline of the theoretical foundations of data quality management and investigate the causes and effects of poor data quality. They also present the organization required for data quality management and indicators used to measure data quality. In the second part, the team of authors describes in detail the technical implementation of these measures. This includes data profiling, data validation and filtering, data conditioning and enrichment, improvement of data quality, metadata management and data quality monitoring. In addition, those responsible for IT are provided with guidelines on selecting products

that precisely meet their requirements and integrating them in existing IT systems.

### **Taking a close look at frequent mistakes and strategies for success**

The third part of the book looks at putting all this into practice on a day-to-day basis. In this context, the authors deal explicitly with typical errors and strategies for success and demonstrate how to optimize the approach to data quality data management in BI projects. In doing this, they examine the individual phases of a BI project from the preliminary study, through the specification, design and implementation phases right up to live operation.

"Controlling Data Quality Successfully – Practical Solutions for Business Intelligence Projects" was the result of collaboration between the Capgemini sd&m staff Detlef Apel and Rüdiger Eberlein with Dr. Wolfgang Behme, Head of Purchasing Analytics Systems at Continental AG, and Christian Merighi, a consultant at Capgemini in Austria. The book is the first publication in the new series of TDWI specialist books at SIGS DATACOM and is available under ISBN-978-3-446-42056-4.

Journalists can obtain review copies of "Controlling Data Quality Successfully" (publication date: June 2009) free of charge from the pool reserved for the media at SIGS DATACOM.

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