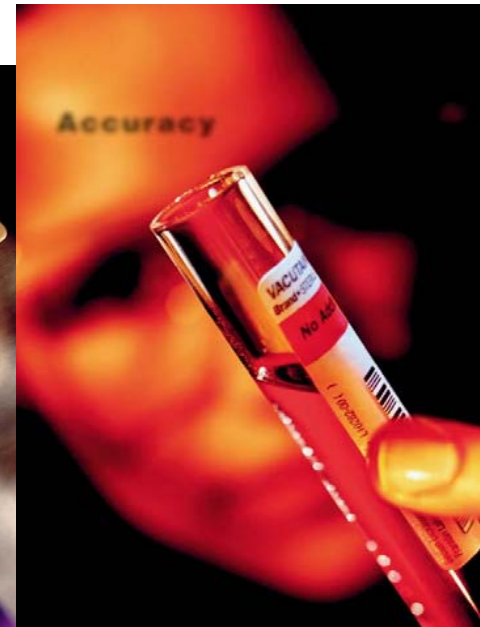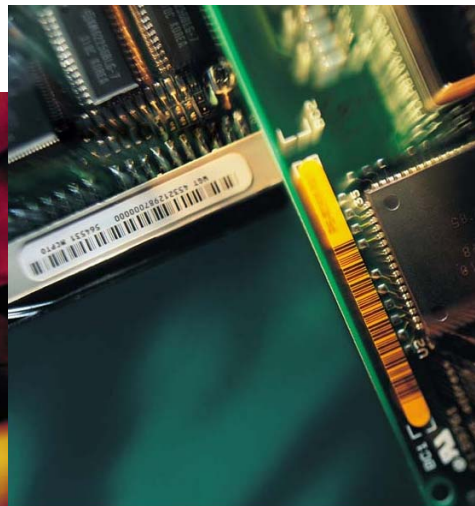# Do you know your data?
Does the rest of your company?

Eva Larson, IT Quality Analyst

Zebra Profile

- Specialty, on-demand printing solutions
- Improve security, productivity, efficiency, quality and customer service

Zebra Profile

- Leadership in four attractive growth segments
    - Bar Code Labeling Solutions
    - Card Imaging Solutions
    - Mobile/Wireless Printing
    - RFID Smart Label Solutions

Zebra Profile

- $700+ million in annual sales
- 46% of sales outside North America
- 2,200 associates located in 17 countries
- 23 facilities
- $4 billion market capitalization

AGENDA

- The path of progress : Future State
- The path of progress: Current State
  - Taking an Inventory
  - Profiling
  - Interviews with the business areas
  - Baseline metrics
- The path of progress: Data Blueprint
  - Metadata Dictionary
  - Data Stewardship
  - Metrics
  - "To Infinity and Beyond"

The Path of Progress: Future State

- Where are you going
- How will you get there
- What tools are needed
  - Data Integration
  - Data synchronization
  - Data Governance and Stewardship
  - Data Quality

Current State: Taking an Inventory

- Goal: To get from Point A to Point B
- Purpose of an inventory: to *know* exactly what you have
- Create an itemized list or inventory of what you find

Data Element	Source1 Table and Field	Source2 Table and Field
Account Number	TTCCOM010.T$CUNO	HZ_CUST_ACCOUNT.ACCOUNT_NUMBER
Account Name	TTCCOM010.T$NAMA	HZ_CUST_ACCOUNT.ACCOUNT_NAME

Current State: Profiling

- You're on a fact finding mission
- Use query tools to your advantage
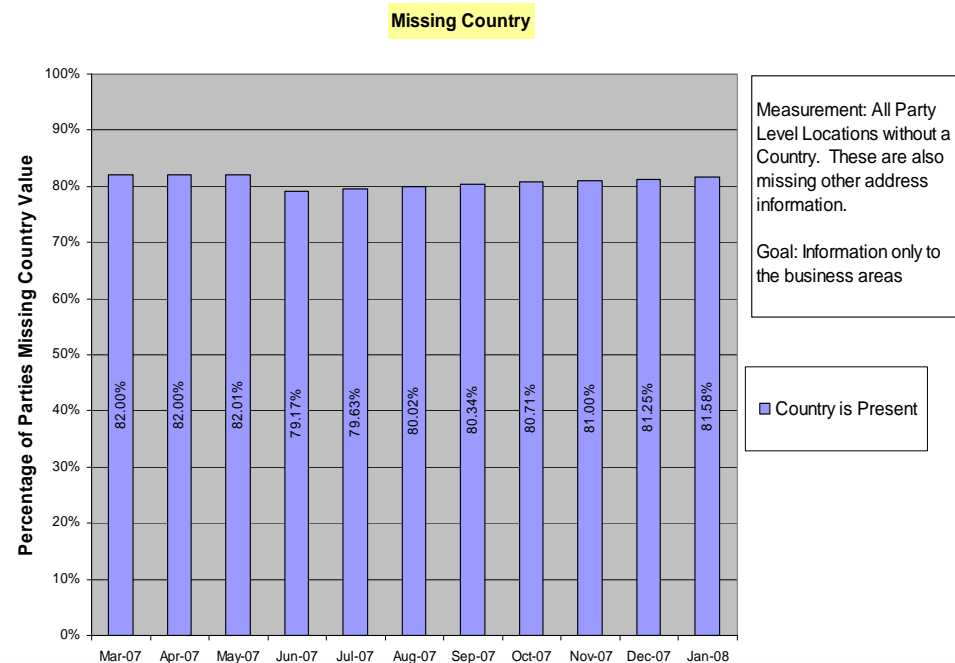- Summarize facts
- Create a list of questions

Current State: Interviewing

- Ask the experts
- Metadata vs Business Analysis
- Contributors and Consumers
  – What
  – When
  – Why
  – How
  – Regulatory requirements

Current State: Baseline Metrics

- The view from above
- Align with project's objectives
  - Single Source of Truth
- Graphical

- Repeatable

Missing Country

Measurement: All Party Level Locations without a Country. These are also missing other address information.

Goal: Information only to the business areas

Country is Present

Chart values (Percentage of Parties Missing Country Value):
- Mar-07: 82.00%
- Apr-07: 82.00%
- May-07: 82.01%
- Jun-07: 79.17%
- Jul-07: 79.63%
- Aug-07: 80.02%
- Sep-07: 80.34%
- Oct-07: 80.71%
- Nov-07: 81.00%
- Dec-07: 81.25%
- Jan-08: 81.58%

The Path of Progress: Data Blueprint

- Selection of Master Data Elements
- Draft a common set of standards, rules, controls and definitions for each master data element
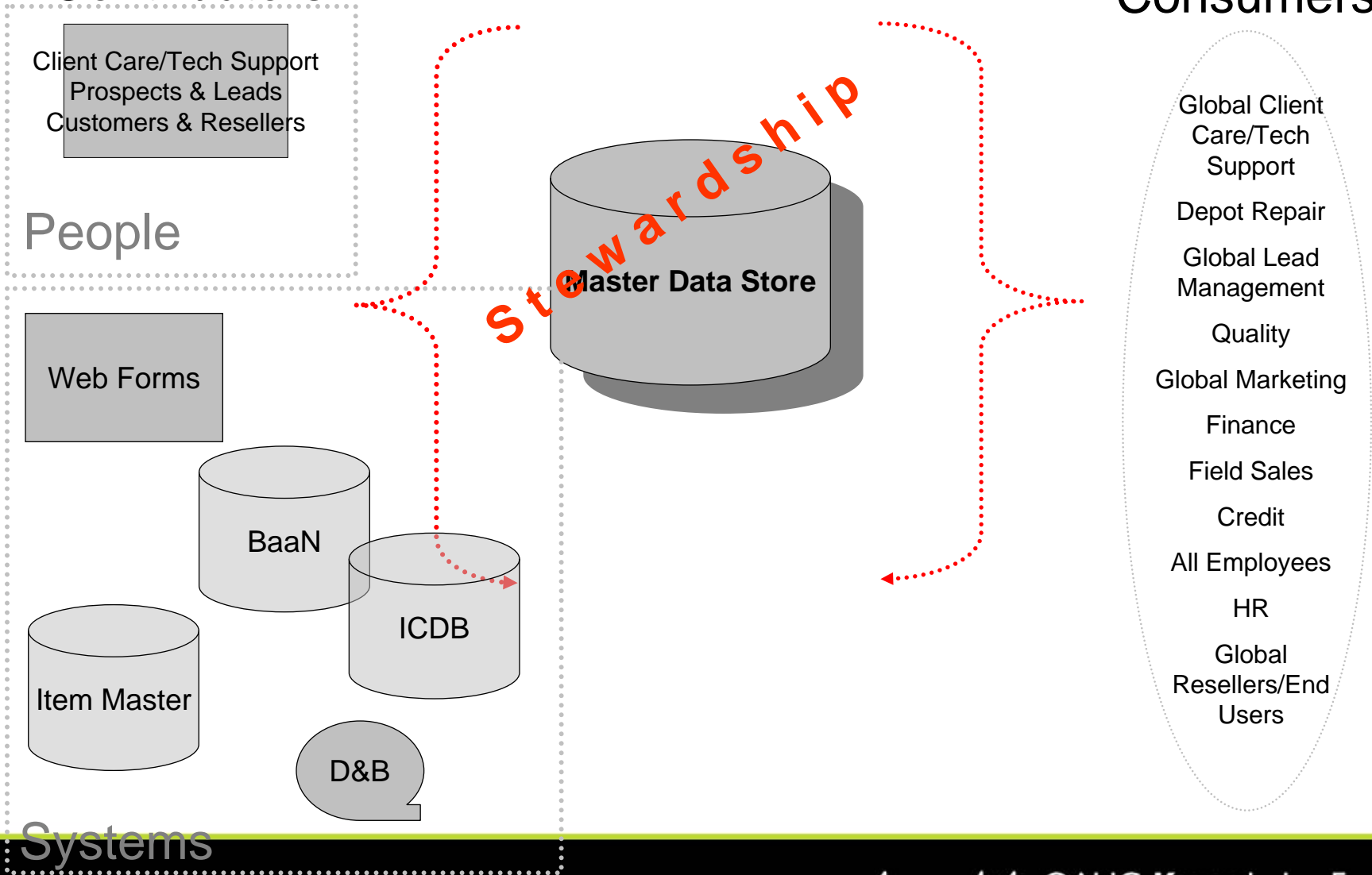- Final decision makers = the business areas

Data Blueprint: Metadata Dictionary

- Document it
- Include details applicable to each data element (for example):
  - Data Element Name
  - Data Element Definition
  - Table and field names from all systems
  - List of Contributors and Consumers
  - Key Uses
  - Data Entry Rules
  - Field value standards including lists of values
  - Field type and length
  - Data Steward/Business Area Expert responsible for data element
  - Survivorship rules for data transfer and Deduplication
- Easy Access

Data Blueprint: Data Stewardship

- Data Governance Czar
- Data Stewardship Team
    - Innovators
    - Change agents
    - Company unity
    - Educators
    - Representation from all business areas
- Team Charter
- Meeting Times
- Guiding Principles

Grounded in ensuring <u>complete</u>, <u>consistent</u> and <u>accurate</u> customer information through:

- **Definition**: Standardizing around attributes for a customer record. Defining complete, consistent & accurate.
- **Metrics**: Capture, review and communicate quality of records
  - Measure integrity of data input
  - Communicate successes and improvements
- **Stewardship**: Assign accountability for data integrity
- **Best Practices**: Ensure solutions are "Best In Class"
- **Resolution Empowerment**: Proactively resolve data quality issues.
- **Education**: Educate colleagues on importance of data quality; ensuring definitions and rules are accessible to all.

Metrics

- Need to examine the quality of data assets
- Metrics program needs to be specific to data
- Step1 – Stop the bleeding (point of entry)
  - business rules and process improvements
  - changes to appropriate entry points
  - Don't throw out data quality for a short term gain
- Step 2 – Data discovery (after entry)
  - clean up history

"To Infinity and Beyond"

- Data quality should always be a priority
- Gatekeepers
- Secret to success is teamwork
- Flipping the pyramid

The End

Questions and Answers