

Data Quality is a Business Issue: Getting Back to Basics, Part 2

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There is a growing trend by businesses to sponsor IT-led data quality and governance initiatives as companies extend their end-to-end business processes and expand their business intelligence and analytic initiatives. Accompanying this trend has been a sharp increase in information technology (IT) methodology and technology-centric applications, solutions and initiatives to address data quality and management concepts.

Many of these efforts have met with mixed results. Technical methodologies, applications and solutions are limited because IT does not own the data. Rather, IT's role should be advising and assisting the business to effectively manage data quality rather than insulating business processes and applications from poor quality data. IT does not have the ability to correct data or prevent data quality issues at their source.

This two-part series focuses on creating business leadership awareness around their ability to correct and stop externally accepted and internally generated data quality issues at their source.

To read the full article, [click here](#).