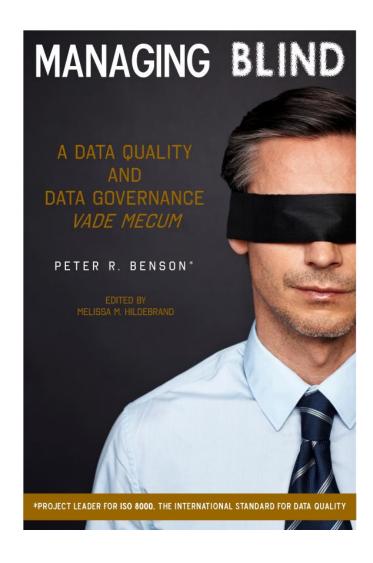
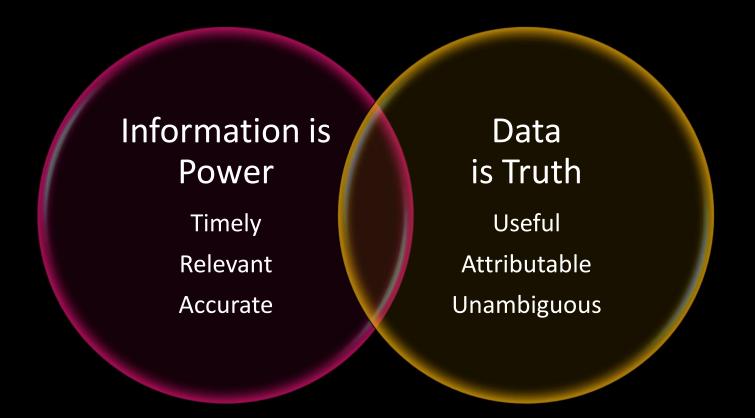


# The Impact of Data Governance and Data Quality on MDM

**Peter R. Benson,** ISO 8000 MDQM Certified *Project leader for ISO 22745 and ISO 8000* 

#### **Introductions**



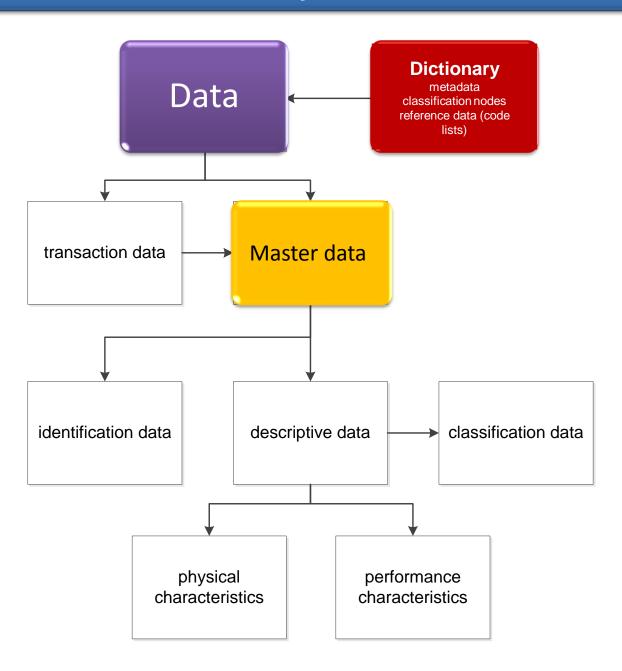


#### Axiom

A statement or proposition that is regarded as being established, accepted, or self-evidently true.

Quality information can only be based on quality data

## **Taxonomy of Data**



## **Data Maturity Model**

Chaotic	Reactive	Stable	Proactive	Predictive
✓ No Common standards  ✓ Reactive Approach to Data Integration  ✓ Non integrated Master Data  ✓ No common approach to share data externally	✓ Data integration Platform (Standards, Best practices, Processes Defined and aligned)  ✓ Data Cleansing approach to Data Quality  ✓ Integrated, Shared Master Data Repository  ✓ Common approach to share Basic Data	✓ Data Excellence Framework defined (Data Quality KPIs levels Visibility)  ✓ Business Rules Captured in a repository  ✓ Data Management services  ✓ Common platform to share data externally	✓ Data Excellence Framework Executed (Business Rules Stewardship)  ✓ Data Excellence Center (Education and training)  ✓ Data Pollution prevention approach to Data Quality  ✓ Increased transparency thru data sharing	✓ Data Excellence at Design (Governance)  ✓ Data Excellence embedded in the Enterprise culture  ✓ Full Transparency and Information Sharing  ✓ Trusted, Agile and Intelligent Enterprise
BDI Ye	ear 1 Year 2	Year 4	Year N+ Year N	I+ Year N+

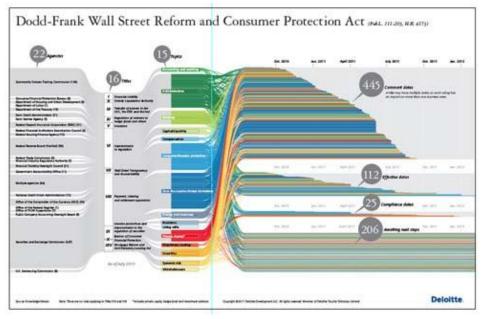
#### **Global Data Excellence**

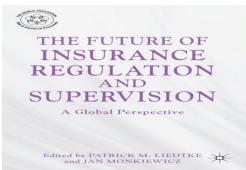
Maximize the Business Value of Enterprise Data

#### **Data Governance is about Policies**

#### gov ern /'qəvərn/ ◆) People Verb 1. Conduct the policy, actions, and affairs of (a state, organization, or people). Control, influence, or regulate (a person, action, or course of events). Policy Synonyms rule - control - manage - direct - administer - steer use Data Technology **Policy** Governance to access Policy Policies must be stated so that they can be referenced Data

#### **Regulatory Compliance**

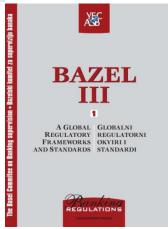


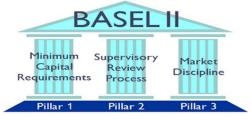


















#### **Defining Requirements for Data**

#### IF

compliance with laws, regulations and policies is confirmed using data



#### **THEN**

laws, regulations and policies can be represented as requirements for data

ISO 22745 is the international standard for stating requirements for data using an open technical dictionary

ISO 8000 quality data is data that meets stated requirements

#### What does "Quality" Mean?







When you order seafood from **Quality** Fresh Seafood, you can be confident that you are receiving the very best **quality** of seafood and delivery.









## **ISO 9000 Definition of "Quality"**

# **3.1.1** quality

degree to which a set of inherent characteristics fulfils requirements

ISO 9000:2005(E)

#### Requirements are used to Measure Quality

3.1.2

#### requirement

need or expectation that is stated, generally implied or obligatory

ISO 9000:2005(E)

## Quality is about meeting requirements

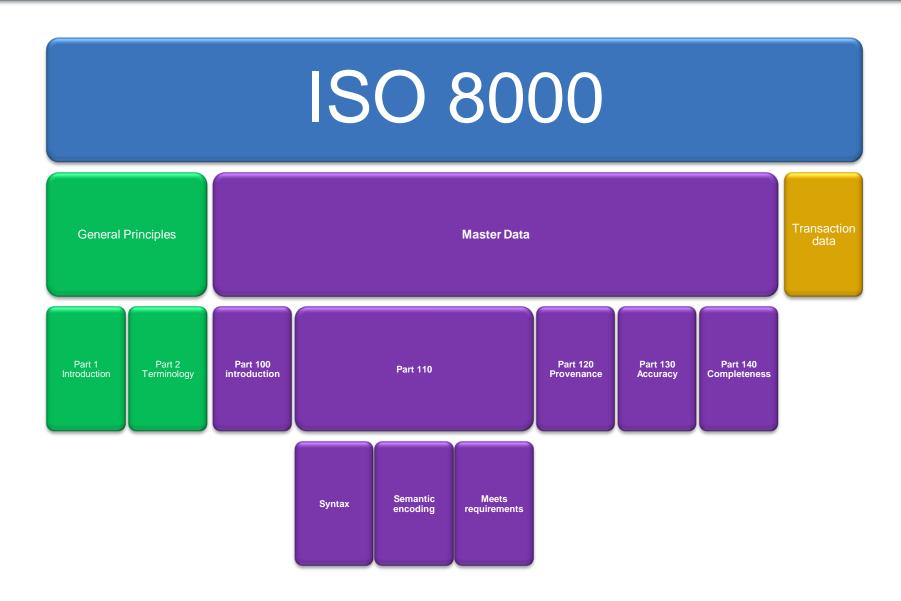
# Quality data: data that meets stated requirements

## nothing more and nothing less!

(data that exceeds stated requirements does not increase the quality of the data)

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## **ISO 8000 Family of Standards**



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#### **ISO 8000 Quality Data**



#### Data that meets stated requirements



#### Data that is portable

(defined syntax and defined semantic encoding)

#### ISO 8000 quality data is portable data that meets stated requirements

- ECCMA recommends that companies own and control their own corporate dictionary, data requirements and description rules.
- Data coded using a licensed dictionary or validated using licensed data requirements or created using licensed description rules is subject to the terms of the license.

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## **Intrinsic and Extrinsic Data Quality**

"Mass is an intrinsic property of any physical object, weight is an extrinsic property that varies depending on the strength of the gravitational field in which the respective object is placed."

#### Intrinsic (internal) data quality characteristics

Characteristic that you can evaluate by looking at the data itself, (expectation that is generally implied)

- ✓ Is the data complete: what is the % of empty cells?
- $\checkmark$  Is the data consistent: are the values consistent in their formatting?

### Extrinsic (external) data quality characteristic

#### ISO 8000 Quality Data:

- ✓ Is the syntax referenced is the data compliant with the syntax?
- ✓ Is the semantic encoding referenced is the data encoded?
- ✓ Is the data requirement **referenced** does the data meet the requirement?

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#### **Master Data Management**

#### **The Front End**



#### The Back End

Key	Customer Name	Postal Address	Tax ID
131	Thomas Stearns Eliot	1915 J. Alfred Prufrock Lane, Wasteland, TX 79526	26091888
132	Thomas Stearns Eliot	1915 J. Alfred Prufrock Lane, Wasteland, TX 79526	26091888
133	T.S. Eliot	1917 J. Alfred Prufrock Lane, Wasteland, TX 79526	
134	T.S. Eliot	Wasteland, Texas	26091888
211	J.D. Salinger	Holden Caulfield Highway, Agerstown, PA 19102	19191951
212	Jerome D. Salingr	Holden Caulfield Highway, Agerstown, PA 19102	
213	J. David Salinger	Holden Caulfield Highway, Agerstown, PA 19102	19191951
214	Jerome Salnger	Holden Caulfield Highway, Agerstown, PA 19102	
215	David Salinger	Holden Caulfield Highway, Agerstown, PA 19102	19191951
151	Franz Joseph Haydn	94 Surprise Symphony Stravenue, Austria, CO 80467	17321809
152	Franz Joseph Haydn	94 Surprise Symphony Stravenue, Austria, CO 80467	17321809
153	Joseph Haydn	45 Farewell Symphony Stravenue, Austria, CO 80467	
154	Papa Haydn	Austria, CO 80467	17321809
251	Lorraine Baines	55 Enchantment Sea Park, Hill Valley, CA 94941	19382015
252	Lorraine Baines-McFly	85 George Douglas Heights, Hill Valley, CA 94941	
253	Lorraine McFly	Hill Valley, California	19382015

#### **Motivation for ISO 22745 and ISO 8000**

## **Quality ERP Descriptions**



#### **Standardised Long Description:**

Tire: Pneumatic, Vehicular: Service Type for Which Designed: Loader Tire Rim Nominal Diameter: 25' Tire Width: 445mm Aspect Ratio: 0.95 Tire Ply Arrangement: Radial Ply Rating: 2\* Tire & Rim Association Number: E3 Tread Material: Standard Tire Air Retention Method: Tubeless Tire Load Index and Speed Symbol: NA Tread Pattern: VHB TKPH Rating: 80

#### **Standardised Short Description:**

Tire Pneumatic: Loader 25' 445mm 0.95 2\*

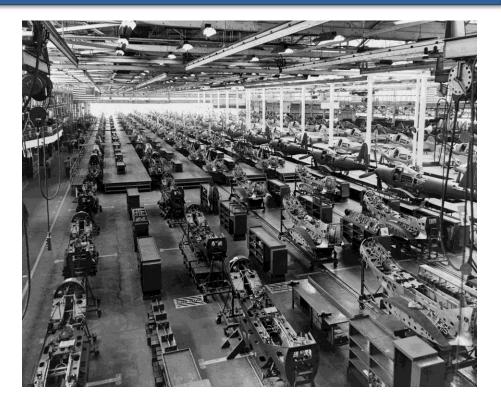
#### Data is the new reality!



YOUR POINTING AT IT WON'T HELP-THE COMPUTER RECORDS SHOWS NONE IN STOCK.

#### Motivation for ISO 22745 and ISO 8000





Controlling costs requires better asset, product, component and process visibility. This is achieved through faster, better and lower cost access to authoritative characteristic data.

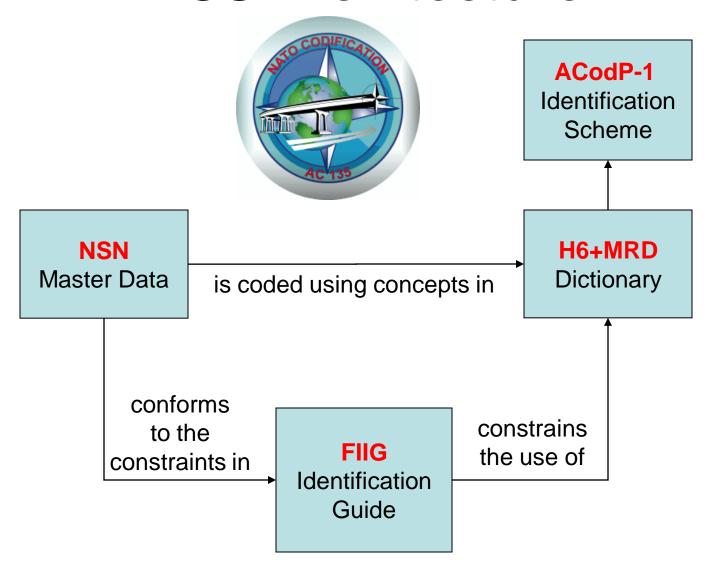
#### Motivation for ISO 22745 and ISO 8000



Cataloging and Standardization Act, Public Law 82-436 as codified by United States Code, Title 10, Chapter 145 – Cataloging and Standardization Sec. 2451.

- (a) The Secretary of Defense shall develop a single catalog system and related program of standardizing supplies for the Department of Defense.
- (b) In cataloging, the Secretary shall <u>name</u>, <u>describe</u>, <u>classify</u>, <u>and number</u> each item recurrently used, bought, stocked, or distributed by the Department of Defense, so that only one distinctive combination of letters or numerals, or both, identifies the same item throughout the Department of Defense. Only one identification may be used for each item for all supply functions from purchase to final disposal in the field or other area.

# **NCS Architecture**



#### Motivation for ISO 22745 and ISO 8000

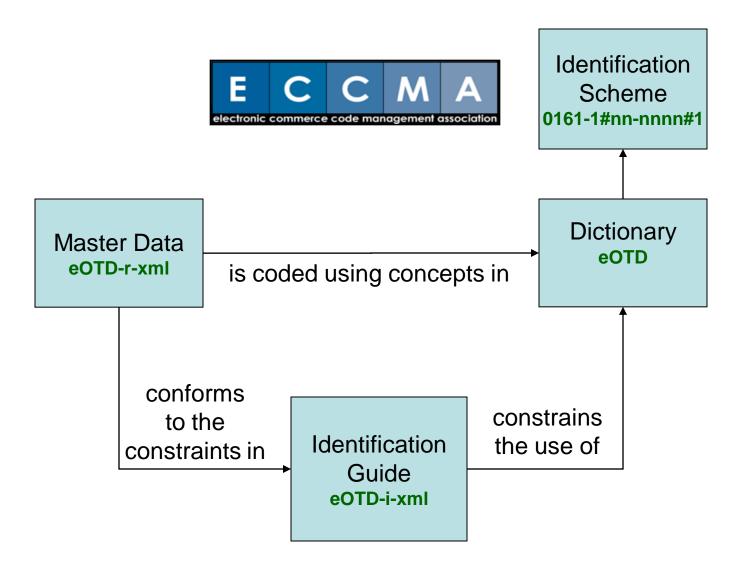






Controlling costs requires better asset, product, component and process visibility. This is achieved through faster, better and lower cost access to authoritative characteristic data.

# eOTD Architecture



## These are data requirements

A. U.S. DEPARTMENT OF HO	JSING AND URBAN DEVELOPME	NT SETTLEM	IENT STATEMENT
B. TYPE OF LOAN	2. FmH4	8. File Number	7. Loan Number
3. CONV. UNINS. 4. VA	s. CONV.INS.	6. Mortg age Insurance C	ase Number
C. NOTE: This form is furnished to give you a state paid outside the closing they are shown	ement of actual settlement costs. Amounts paidto ar here for informational purposes and are not included	nd by the settlement agent and d in the totals.	e shown. Items marked "(p.a.c.;" were
D. NAME AND ADDRESS OF BORROWER:	E. NAME AND ADDRESS OF SELLER:	F. NAME AND	ADDRESS OF LENDER:
G. PROPERTY LOCATION:	H. SETTLEMENT AGENT: NAME, AND	ADDRESS	
	PLACE OF SETTLE MENT:	I. SETTLE MEI	NT DATE:

100. GROSS AMOUNT I	DUE FROM BORROWE	R:
101. Contract sales price		
102. Personal property		- 8
103. Sattlement chargesto bor	rower(line 1400)	- 8
104.		
105.		
Adjustmentsfor	items paid by seller in adv	ance
106. Cty/town taxes	to	15
107. County tax es	to	
108. Assessments	to	
109.		- 1
110.		
111.		
112.		
120. GROSS AMOUNT DU	E FROM BORROWER	- 3

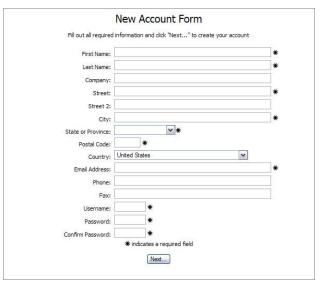
400. GROSS AMOUNT I	F SELLER'S TRAN	IOAUI IOII
401. Contract sales price		
402. Personal property		
403.		
404.		
405.		- 1
Adju stmentsfor	items paid by seller in	advance
406. Ctytown taxes	to	5.6
407. County taxes	to	
408. Assessments	to	
409.		
410.		3 6
411.		
412.		
420. GROSS AMOUNT DU	E TO SELLER	- 1

201. Depost of earnest money		496/00/00/00/00
202. Principal amount of new t		8
203. Existing ban(s) taken sub		
204.	10010	
205.		
206.		
207.		
208.		
209.		
	tsfor items unpaid by	se ller
210. Ctyltown taxes	to	
211. County tax es	to	
212. Assessments	to	
213.		
214.		
215.		
216.		
217.		
218.		
219.		

500. REDUCTIONS IN AMO	UNT DUE TO SELLER:	.05
501. Excess depost (see instruc	tions)	
502. Sattlement charges to selle	r (fine 1400)	
503. Existing loan(s) taken subje	d to	5.6
504. Payoff of first mortgage loar	1	
505. Payoff of second mortgage	ban	
506.		
507.		1
508.	·	
509.		
Adjust ments	for items unpaid by seller	1300
510. City/town taxes	to	3.0
511. County taxes	to	
512. Assessments	to	
513.		
514.		3.4
515.		
516.		
517.		
518.		3 4
519.		
520, TOTAL REDUCTION A	MOUNT DUE SELLER	-

300. CASH AT SETT LEMENT FROM TO BORROWER	43
301. Gross amount due from borrower (line 120)	
302. Less a mounts paid by/for borrower(line 220)	
303. CASH ( FROM) ( TO) BORROWER	- 8

600. CASH AT SETTLEMENT TO/FROM SELLER	
601. Gross amount due to seller (line 420)	I
602. Lass reductions in amount due seller (line 520)	
603 CASH ( TO) ( FROM SELLER	



M options Iools Wind	dow Help		
1 of 10 > 1	H = 😂 🗞 🕭 100% ▼ Total	10 100% 10 of 10	
ARCHBUS/FM	Property Abstract Report Page 1 of 10 10/27/2006		
Description			
Property Name	Hamison Corporate Park	Property Use:	COMMERCIAL
Property Code:		Statur:	OWNED
Description:	TAX PARCEL	Zoning	COMMERCIAL
		Percent Owned:	100.00
Mailing Addre		Property Occupancy:	2,000
Street	1802 Market Street	Employee Headcount:	2,000
City:	PHILADELPHIA		-,
States	PA	Primary Contact:	MS. JANE SWEENY
Zip Code:	19103	Secondary Contact:	
	17105	# of Parking Spaces:	1,000
Location:		# of Buildings:	6
County:	PHILADELPHIA	Services Used:	GAS, ELECTRIC, SEWER,
Region:	EASTERN	service coer.	WATER
Country:	USA	Comments:	
Sites	MARKET		
Financial Inf	ormation		
	Annual Net Income:		Value:
Income:	\$10,000.00	Purchase Price: Purchase Date:	\$7,000,000.00 10/1/2001
Expenses:			
Utilities:	-\$850.36		
Operating	-\$33,443.08	Book Value:	\$9,000,000.00
Taxes:	\$0.00	Book Value Date:	1/1/2005
Others	<b>\$</b> 67,506.30		
Total Expenses:			
	4400,000	Market Value:	\$7,000,000.00

#### The quality of the data depends on how you ask for it

Health Form # 1 2008

		ollege of Pharersity of Hawai	i at F	lilo	RM					
RETURN THIS FORM TO: UHH C		armacy, c/o	PB1	4 Roor	n 7 by	July 1, 20	008	ffaire off	ice for quest	
Tuberculosis (TB) Clearance I		By		oritact	UNIT	Date	C	ate	Test	
	2-Step Mantoux Skin Test or Chest X-Ray					Given	R	ead	Results	
2-Step Mantoux Skin Test (PP				1 <sup>st</sup> P	-	Floslos	5	10 08	or	
A 2-Step requires that you get 2 PPD Skin test within 7 days of each other starting from the day the 1 <sup>st</sup> PPD is given. Reading is at 48 or 72 hours after the second placement. If both PPD test results are negative, you are cleared for TB. If you test positive at any time, you need to get a Chest X-Ray.		iding D		2 <sup>nd</sup> PI	-	মাথ%	5	17/08	9 mm	
Chest X-Ray (CXR): You must complete the following 3 steps: 1. Provide the date and size of a Positive				+ PF	PD	Date:	•			
documentation in English that confirms TB.  2. Provide the date of your most recent of	s immunization f ear CXR (if your uneed another C nitoring form.	or last CXR).	ly da	CXI	637	Date:	ate c	annot be	mm	
PPD skin test. If positive have CXR										
Vaccination Required for Clea	rance		30/16		E	By Whom		Vaccin	nation Date	
Tetanus/Diphtheria (Tdap ) If you got your last Td booster before booster, If you have never received a tetan documentation		l to get another get a two serie			412	<b>9</b> 104 —		>K0	user-Hil 94	
Vaccination or Positive Titer Required for Clearance	By Whom	Vaccin	atio	on Dates		Titer Date (Collected)		S-12 C	Titer Results	
Hepatitis-B (HepB)		1 <sup>st</sup> Dose	•	819	las			255	Positive	
You need 3 doses of a HepB vaccine or a Positive titer. If your immunization did		2 <sup>nd</sup> Dose	9	3/1	bolas	5		0 1	Equivocal	
not follow the recommended schedule, you will need a titer. If you received vaccine prior to 1997, then do not take a titer. If vaccine received after 1998, you need a titer.		1 month after 1st 3 <sup>rd</sup> Dose 5 months or after 2nd		iha	zlav				Negative	
Positive Titer Required for Clear MMR	rance – NO	EXCEPTION	1		By	Titer D		COLUMN TO SERVICE AND ADDRESS OF THE PARTY O	Titer Results	
Rubeola (Measles) You need a Positive titer. If your titer is NOT Positive, then you must redo the entire MMR series (2 doses) and re-titler 1 month after the 2 <sup>nd</sup> shot.			the	XOUSEN	(worth	45/15/	80	1 TO 1	Positive Equivocal Negative	
Rubella (German Measles) You need a Positive liter. If your liter is NOT Positive, then you must entire MMR series (2 doses) and re-titer 1 month after the 2 <sup>nd</sup> shot.			the	Kirk	Ne Work	5/15/	08	8	Positive Equivocal Negative	
Varicella (Chicken Pox) You need a Positive titer. If your titer is NO entire VZV series (2 doses) and re-titer 1 mm			the	210	間			0 8	Positive Equivocal Negative	
Mumps You need a Positive titer. If your titer is NOT Positive, then you must redo				(aight	arente	SISIO	8	DE F	Positive Equivocal	

Do not test PPD and MMR together. Perform TB tests first, then MMR 30 days after TB testing COP 4/2008

#### ISO 8000 would not solve the highlighted problem!

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

# FORM 144 NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

OMB Numbe	r: 3235-0101
Expires:	March 31, 2011
Estimated av	verage burden
hours per resp	r: 3235-0101 March 31, 2011 verage burden oonse 2.00
	105 011111

OMB APPROVAL

SEC USE ONLY OCUMENT SEQUENCE NO.

U	U	SI	۲	Ν	U	M	в	E	к	

1 (a) NAME OF ISSUER (Please type or print)	(b) IRS IDENT. NO.	(c) S.E.C. FILE NO.	WORK L	WORK LOCATION		
1 (d) ADDRESS OF ISSUER	STREET	CITY		STATE ZIP CODE	(e) TELE AREA CODE	PHONE NO.  NUMBER
2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURIT ARE TO BE SOLD	ES	(b) RELATIONSHIP TO ISSUER	(c) ADDRESS STREET	CITY	STAT	E ZIP CODE

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

	Title of the Class of Securities To Be Sold	Name and Address of Each Securities are to be Offer who is Acquirit	d or Each Market Maker	SEC USE ONLY  Broker-Dealer File Number	(c) Number of Shares or Other Units To Be Sold	(d) Aggregate Market Value	(e) Number of Shares or Other Units Outstanding	(f) Approximate Date of Sale (See instr. 3(f))	Name of Each Securities Exchange
	To be said	who is Acquiri	cure securities		(See instr. 3(c))	(See instr. 3(d))	(See instr. 3(e))	(MO. DAY YR.)	(See instr. 3(g))
-									
-									
	NETHECTIONS								

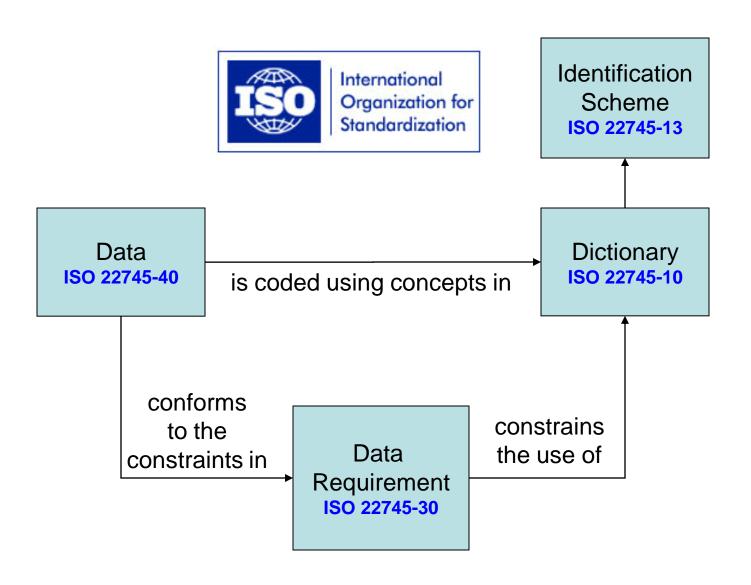
#### INSTRUCTIONS:

- 1. (a) Name of issuer
- (b) Issuer's I.R.S. Identification Number
- (c) issuer's 3.n.C. file number, if any
- (d) Issuer's address, including zip code
- (e) Issuer's telephone number, including area code
- 2. (a) Name of person for whose account the securities are to be sold
- (b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
- (c) Such person's address, including zip code

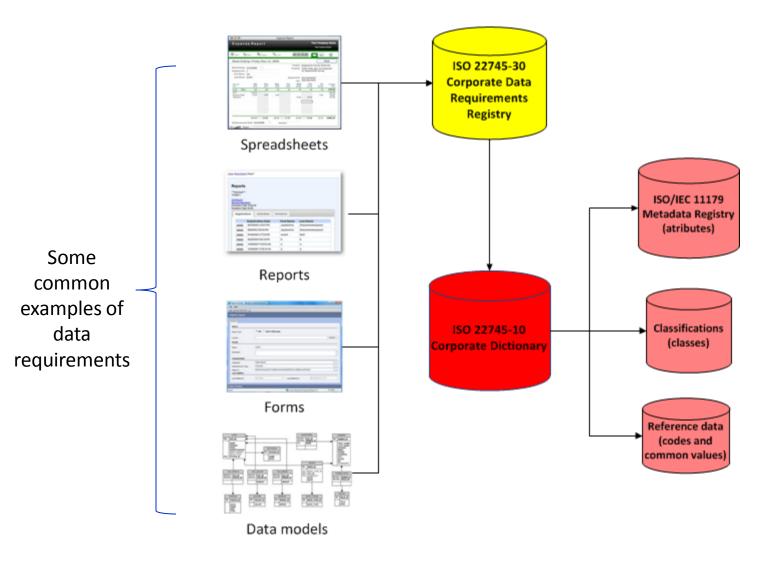
- 3. (a) Title of the class of securities to be sold
- (b) Name and address of each broker through whom the securities are intended to be sold
- c) Number of there or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
   (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown
- by the most recent report or statement published by the issuer
- (f) Approximate date on which the securities are to be sold
- (g) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

#### **ISO 22745 Architecture**



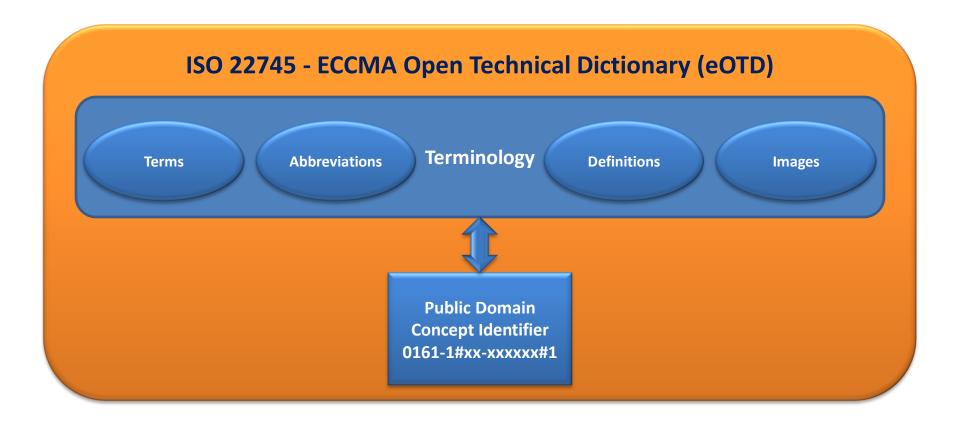
#### **Corporate Dictionary**



#### Terminology Referenced in a Standard Model

The eOTD (ECCMA Open Technical Dictionary) is an ISO 22745-20 compliant central registry of terminology. Each concept and terminological component in the eOTD is assigned a <u>unique and permanent public domain identifier</u>.

Users create their corporate dictionaries as subsets of the eOTD and use the eOTD concept identifiers to manage **concept equivalence mapping.** 



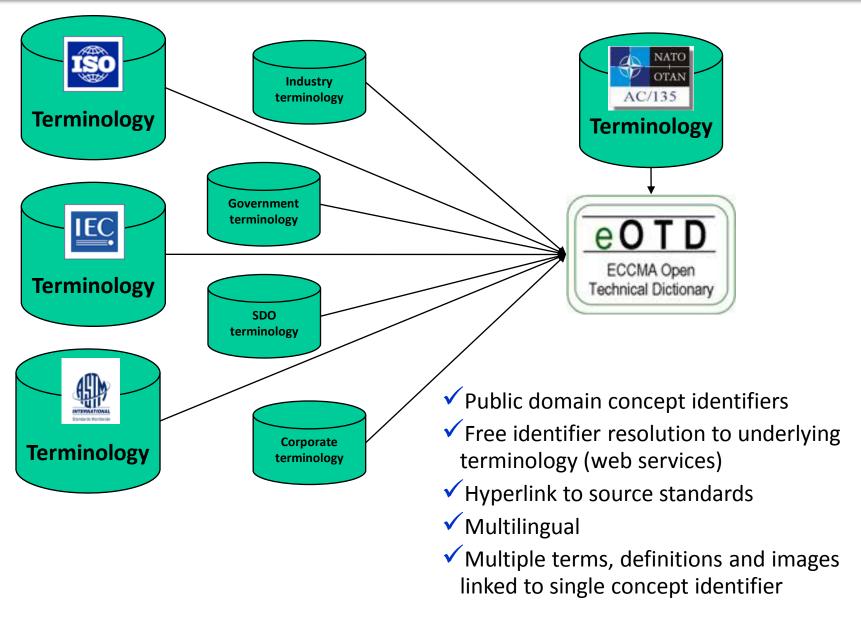
#### The property-value pair

Everything (Individuals, organizations, locations, goods, services, processes, rules, transactions) can be described using property-value pairs.

Property	Value	Property	Value
CLASS NAME	BOLT	DATE	2012-08-12
PRODUCT NUMBER	3225020037	CREDIT CARD NUMBER	3225020037
NOMINAL THREAD DIAMETER	1.0 INCH	MERCHANT NUMBER	15689345
WIDTH ACROSS FLATS	1.450 INCHES	AMOUNT	156.45 DOLLARS
WIDTH ACROSS CORNERS	1.653 INCHES		
HEAD HEIGHT	0.591 INCHES	Property	Value
COUNT PER PACK	10	STATE	PA
PACK PRICE	0.80 DOLLARS	TITLE	33
Droporty	Value	CHAPTER	75
Property	value	PARAGRAPH	3362
FIRST NAME	JOE	NAME	Maximum speed limits
LAST NAME	SMITH		•
TITLE	MANAGER		
EMAIL	JOE.SMITH@COMANY.COM		

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#### Terminology Referenced in a Standard Model



## **Applying Concept Equivalence to Enrich a Dictionary**

**SABIC** concept equivalence table

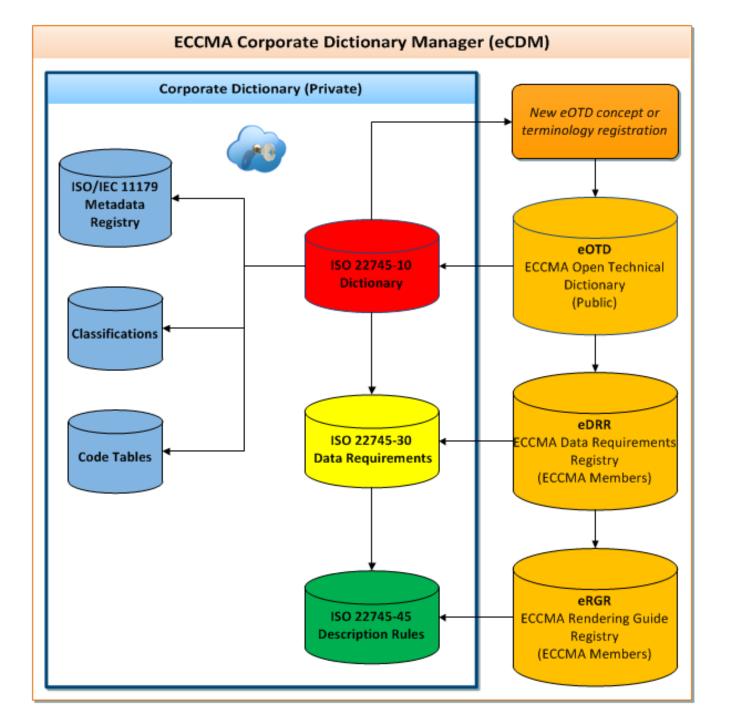
01-1073082	=	01-086142
01-1073082	Ш	01-068756

Sabic Bolt = Rockwell Bolt

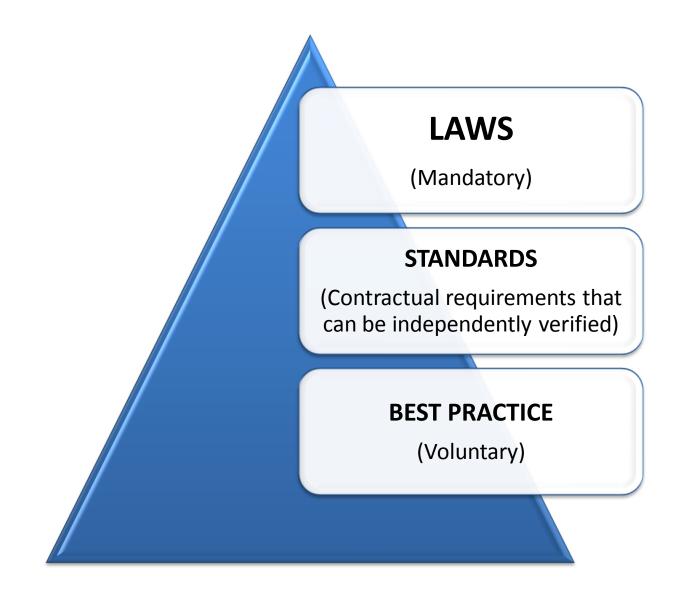
Sabic Bolt = ASTM bolt

eOTD Concept ID	Term	Ex ref	Originating Organization	Definition	Status						
0161-1#01-1073082#1	BOLT	BOLT IR237 SABIC		A fastener that is externally threaded on one end and generally with some style of head on the other end and is normally intended to be tightened or released by torquing a nut and designed to fasten objects together.							
Equivalent concepts	Equivalent concepts										
0161-1#01-086142#1	BOLT	-	Rockwell Automation, Inc	A fastener consisting of a threaded pin or rod with a head at one end and designed to be inserted through holes in assembled parts and secured by a mated nut that is tightened by applying torque.  Крепежная принадлежность, представляющая собой стержень с нарезанной резьбой и головкой на одной стороне, предназначенный для помещения в отверстия собираемых вместе деталей с последующей их фиксацией с помощью гайки, затягиваемой до определенного крутящего момента.	Active						
0161-1#01-068756#1	bolt	F 1789 - F16	ASTM	headed and externally threaded fastener designed to be assembled with a nut	Active						

Slide 31



#### **Business Constraints**



#### **Standards**

Standards are published documents that establish specifications and procedures.

Standards describe protocols that improve compatibility and interoperability.

Standards are designed to be referenced in contracts.

As standards are globally adopted, they reduce cost and improve international trade.

#### ISO 8000 referenced in a NATO contract

ASD Specification 2000M (S2000M) is a standard that specifies the information exchange requirements for most materiel management functions commonly performed in supporting international projects. S2000M is based on a business model agreed between military customers and industry suppliers.

As of Mar 2011 ASD 2000M Chapter 1B section 3.1 includes the following statement, :

The Contractor shall supply identification and characteristic data in accordance with ISO 8000-110:2009 on any of the selected items covered in his contract. Following an initial codification request as specified in section 3.2, the NATO Codification Bureau (NCB) shall present a list of the required properties in accordance with the US Federal Item Identification Guides.

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#### ISO 8000 referenced in a commercial contract

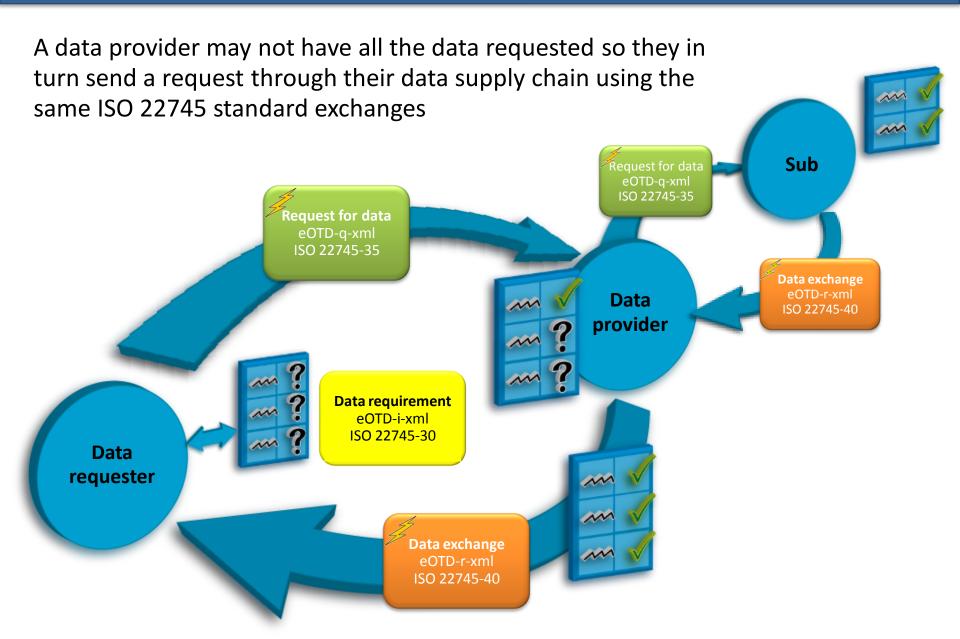
The contractor, sub-contractor or supplier shall, as and when requested to do so, supply technical data in electronic format on any of the items covered in this contract as follows:

#### The data shall be ISO 8000-110:2009 compliant.

- The data shall comply with registered ISO 22745-30 compliant data requirements
- The data shall be encoded using concept identifiers from an ISO 22745 compliant open technical dictionary that supports free resolution to concept definitions.
- The data shall be provided in ISO 22745-40 compliant Extensible Markup Language (xml).
- Providing the data necessary for the "safe and efficient" operation of plant and equipment is an established legal requirement in most countries.
- Creating ISO 8000-110:2009 compliant data does not require the payment of any license fees or the use of specialized software, it is within the technical ability of all suppliers regardless of their size.

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### Automating the data supply chain using ISO 22745



#### Use standards to contract for quality data

- 1. ISO 8000 quality data is portable data
- ISO 8000-120 quality data is data with provenance
- ISO 22745 is the international standard for the exchange of quality data

Entrust your master data supply chain to a certified ISO 8000 Master Data Quality Manager (Look for ISO 8000 MDQM Certified)



## **Emerging Data Quality Drivers**

- 1. Data Portability
- 2. Provenance
- 3. Authoritative data



Companies are discovering how to manage a data supply chain to acquire and distribute authoritative high quality data

ISO 22745 is the international standard for the exchange of quality data

#### **Provenance – ISO 8000-120**

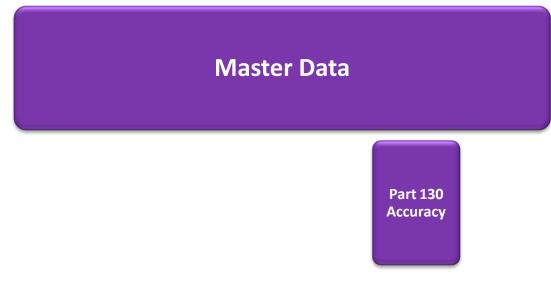
#### **Master Data**

Part 120 Provenance Provenance: "the history of the data"

- At the data element level
- When was it extracted from the database
- Who is the owner of the database

Authoritative data is data where the author of the data is identified. Legally the author has control over the data but occasionally third party validation is required for data to be considered authoritative. While an "author" may sell the copyright (the "ownership") in the data, the author remains the authoritative source of the data.

#### **Accuracy – ISO 8000-130**

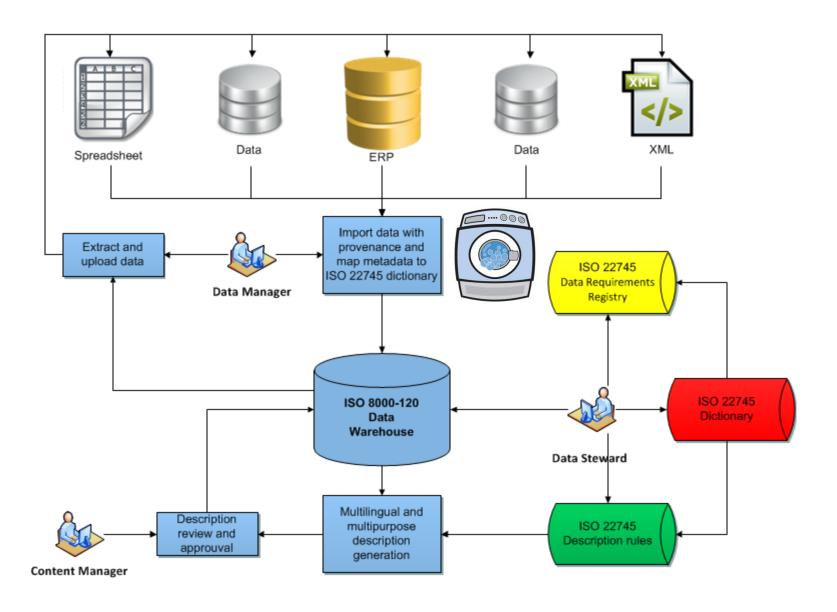


A common definition of "accuracy" is the degree to which something reflects the real world. The problem with this definition is that the comparison with the real world is rarely absolute.

- At the data element level
- Who makes the claim to accuracy (business identifier)
- If the accuracy is covered by a **warrantee** what is the Universal Resource Identifier (URI) where the warrantee is located.
- If the accuracy is **asserted** what is the Universal Resource Identifier (URI) where the assertion is located.

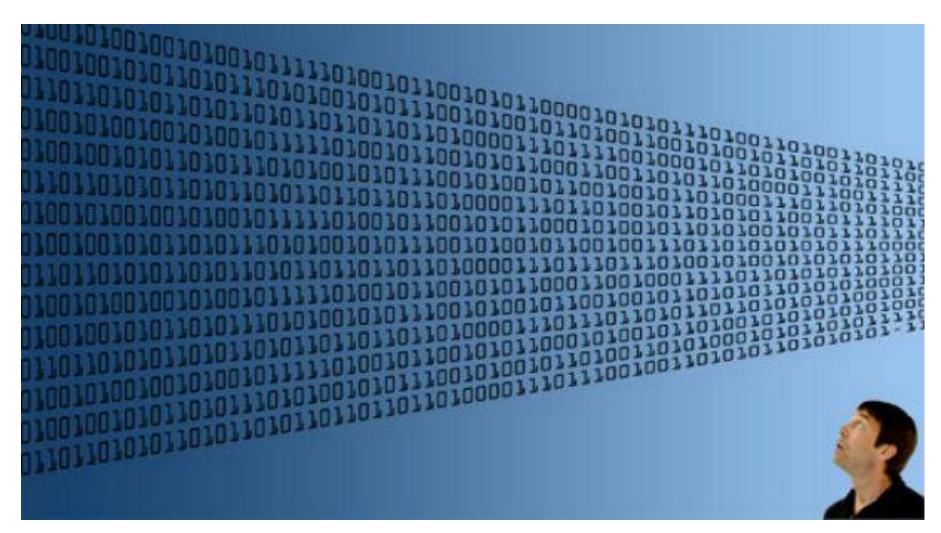
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#### ISO 8000-120 data warehouse used to manage content



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## Big Data?



1to1 Media

# Questions?

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