

# AMT-SYBEX Data Quality Research Findings

## UK Essential Industries need to be more strategic about data quality

Our survey of senior managers in the UK's essential industries has highlighted that companies in these sectors need to be more strategic about data quality management if they want to maximise operational performance, meet increasing regulatory demands and get real value from business information.

The survey quizzed them about a range of data quality issues from both an asset and customer information perspective. Results showed that more than half of all respondents were not satisfied with the performance of their organisation when it came to data quality management.

Findings showed that while companies in these sectors do now recognise data quality as a strategic corporate issue, many still fall short when it comes to implementing proactive, top-down initiatives to tackle inaccurate data. More than three quarters of participants said there was no real drive from their board for data quality improvement.

Key findings from the research also revealed:

- Companies are missing a trick by not assigning data quality to a specific individual.
- The volume of data being collected by organisations in the UK is growing. Two thirds claimed they had experienced growth rates of between 26 and 75 per cent in the last five years.
- The majority of organisations had implemented a data quality policy. However more than half were unsure or unconvinced as to the

appropriateness of the policy to strategic corporate goals.

- Employees in these organisations deal with inaccurate, inconsistent data on a daily basis. Disturbingly over half of the respondents felt that frontline workers were largely unaware of the importance of data quality and only a third said employees would rate data quality as good or very good.

Whilst it's encouraging that the UK's essential industries have a desire to facilitate data quality improvements our research shows that for many organisations, the data quality policies being introduced are ineffective, communication on the subject of data quality is poor, and user confidence is low.

Our research also looked at the root causes of data quality issues. Two main culprits were identified

- poor business processes
- and a lack of management accountability.

The following areas also came directly under the spotlight:

- Operations not collecting appropriate data to support other business functions;
- Collection of non-validated data;
- Inputting incorrect data from manual correction, exceptions processing or third parties and agencies.

We believe asset and customer-centric businesses need to address

these issues as a priority. Corporate data must be fit for purpose otherwise organisations are exposed to risk. This is true for all business but particularly important in the essential industries which are under increasing pressure from industry regulators and consumer watchdogs when it comes to performance and accountability.

To download a copy of the report issued from this survey, please visit the Information Management page on the website - [www.amt-sybex.com/OurSolutions/InformationManagement.aspx](http://www.amt-sybex.com/OurSolutions/InformationManagement.aspx) and click on the box to the right of the page.

**For further information please contact your Account Manager**



## npower

Since November 2004, AMT-SYBEX has been engaged with npower, assisting them in the definition and implementation of their data management strategy. AMT-SYBEX won this contract in open competition with a

number of leading consultancies, with npower recognising AMT-SYBEX as experts in the field of Data Management, who could uniquely offer detailed knowledge of their business and their data.

The Domino project has defined new operating procedures, policies, tools and

organisational structures with the aim of improving npower's performance with regard to data management practice. Domino recently completed its transition from a project to an embedded business as usual activity. To facilitate this transition, a Data Assurance Team led by a Senior Data Manager (a new role for npower) has been formed.