



Contents

Fore! word, by <i>Ron Powell</i>	vii
Acknowledgments	xi
Introduction	xv
PART ONE BUILDING THE BUSINESS CASE FOR DATA GOVERNANCE	1
CHAPTER 1 Making the Case for Better Data	3
CHAPTER 2 Risk Mitigation: How Quality Data Keeps Your Company Out of Trouble	19
CHAPTER 3 Controlling Costs with Accurate and Reliable Data	31
CHAPTER 4 Optimizing Revenue with Quality Data	47
PART TWO THE DATA GOVERNANCE MATURITY MODEL	61
CHAPTER 5 Governing Your Data	63
CHAPTER 6 Undisciplined Organizations: Disasters Waiting to Happen	77
CHAPTER 7 Reactive Organizations: Trying to Get Beyond Crisis Mode	87
CHAPTER 8 Proactive Organizations: Reducing Risk, Avoiding Uncertainty	97
CHAPTER 9 Governed Organizations: Trust in Data Pays Multiple Benefits	111

VI CONTENTS

PART THREE UTILIZING PEOPLE AND PROCESSES TO ACHIEVE A QUALITY CULTURE	119
CHAPTER 10 The Quality Culture	121
CHAPTER 11 People	129
CHAPTER 12 Processes	143
PART FOUR CLOSING THE LOOP: SELECTING THE RIGHT TECHNOLOGY FOR YOUR ORGANIZATION	163
CHAPTER 13 Undisciplined Organizations: Discovering the Value of Data Quality Tools	165
CHAPTER 14 Reactive Organizations: Choose the Technology That Gets the Most from Your Applications	181
CHAPTER 15 Proactive Organizations: Bridging the Chasm and Becoming Proactive	191
CHAPTER 16 Governed Organizations: Moving Beyond Data to Business Process Automation	201
Glossary	209
Index	213