The IADQ/ECCMA conference met and exceeded all expectations. Vicky did a fantastic job managing registration and keeping everyone organized with help from Ken Hansen. If you are interested, we have posted a copy of all the presentations under the Resources-Presentations tab on our website. The message I delivered is that we need to move data quality from an intuitive but intangible benefit to a tangible asset that drives the business and delivers bottom line value. We need to take heed of rule 202 of the Ferengi Rules of Acquisition, “The Justification for Profit is Profit” and we have to be able to prove that quality data can contribute to the bottom line. I believe we can but we need to focus more on the business growth opportunities represented by quality data and less on its ability to reduce cost. Reducing cost is the low-hanging fruit but it suffers from the law of diminishing returns, the more you save the harder it gets. I believe focusing on the ability of quality data to deliver real value in increasing sales, identifying new products and new markets is by far the more profitable approach.

Next year the conference will again be on the East Coast and we are trying to find a property that can host the conference near the Baltimore airport from Tuesday, October 13th through Thursday, October 15th. We are working on a new format of three days and three tracts. There will be six half-day tutorials on Tuesday followed by two keynotes and 30 presentations on Wednesday and Thursday with the awards banquet on

(Continued on page 2)
Wednesday evening. We expect the focus to move from the technical aspects of data quality to meeting the challenges of delivering quality information. While we still expect to see information technology managers and data managers represented from, we also expect to see more data officers and data analysts and more focus on the representation of information. We expect data and information quality management as well as analytical tools and data visualization to be important topics for the conference. One area that everyone is interested in and that we will try to address is the need to be able to provide visual representations of information quality on reports and dashboards. We can also expect data portability, data provenance and data validation to be relevant topics.

We are no longer the only proponents of the corporate dictionary as more and more commercial companies and consultants are now promoting the virtues of having a corporate dictionary. There is still some confusion in the marketplace about the dangers of using proprietary dictionaries but this is to be expected as commercial companies are struggling themselves with the issue. To their credit most commercial companies do not want to be the joint owners of their customer’s data but they do want to own and control the dictionaries that they include in their licensed product. This is not a new problem and it is common for commercial companies to enable data exports from their products. The challenge is that with more complicated data, “CSV” is no longer an acceptable format. The solution is to export ISO 8000 compliant data where the proprietary metadata has been replaced with eOTD concept identifiers. Technically, it is a simple solution so the user should start being less generous with commercial companies that profess not to be able to export useable data because the data is too complex.

As many of you know, ECCMA has been working on a standard for quality identifiers. We are defining a quality identifier as an identifier that can be resolved to the underlying data sufficient to validate the identifier. I have previously addressed the issue that all identifiers are copyright and that they are an alias for a data set controlled by their issuer. Identifiers are critical to everything we do so it follows that incorrect identifiers can and do cause chaos. Let me give you an example. Some of you have met my beautiful Pointers and in order to enter them in a dog show, they have to be registered with the American Kennel Club (AKC). Every time you enter a show you have to provide the dogs name and AKC registration number. The show organizer sends the results of the show to AKC who keeps score and issues certificates—a very simple process except that there is no identifier resolution for an AKC number. Show organizers all keep their own databases and only yesterday we received a show registration with the wrong AKC number. The dogs name was right but the number was wrong—how was this possible? Easy, without quality identifier resolution there is no way to validate the identifier. Apparently the service that promotes itself as making it easier to fill in multiple show entries has an error in its database. Fixing this error took two days and six telephone calls. Multiply this by hundreds of thousands of entries and you get...
the idea. Dog shows are not life or death and the financial risk is minimal (depends on who you speak to). Multiply this by all hospitals, insurance companies and all the banks, none of which have implemented systematic identifier validation. Here in the U.S. when I walk into a bank to send money by wire, I have to fill in the account number and the name of the account holder. Validation is dealt with as a back-office routine when only the front office can fix the problem by speaking with the customer. How much easier it would be to bring validation into data entry through automated identifier validation. It is such an obvious solution that it really is a question of when, not if.

The ECCMA standard for the formatting of quality identifiers is very straightforward and it follows the same principles used in resolving email and web addresses. We use a logical flow of identifier issuing authority followed by the identifier separated by the “:” character. The issuing authority may issue multiple identifiers as we do in ECCMA, where we have the eOTD as well as eGOR and the eDRR, eNLI, eCPI and eQIR, all of which have unique identifiers. An eOTD identifier fully expanded as a quality identifier would look as follows:

```
ECCMA.eOTD:0161-1#01-1142515#1
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Of course, the textual representation is written as “ECCMA.eOTD” and can also be represented by an identifier from the ECCMA Quality Identifier Registry (eQIR). The eQIR is similar to a DNS registry in that it contains the IP address of the resolution server as well as other important information such as the name and contact information for the owner of the identifier and the identifier license that states the intended use of the identifier and any restrictions on its use. The eQIR combined with ISO 22745 will make automated identifier resolution and validation possible on a large scale.

Resolution of a quality identifier does not require that all the data held by the issuer be provided, only the data necessary to validate the identifier. The eQIR will also provide the issuers of identifiers the opportunity to list other value added data resolution services that may be available to access other data associated with the identifier.

We are already seeing a significant move towards identifier resolution but it is also raising another issue. Identifiers are clearly copyright but it does not mean that all the data contained in the data set the identifier represents is actually owned by the organization that issued the identifier. What we are seeing is organizations issuing blanket licenses or confidentiality agreements in which they seek to limit the use of all the data regardless of its source. On the ECCMA website, you will find that our confidentiality statement contains the following ISO 27001 definition of confidentiality.

“Confidentiality is a characteristic that applies to information. To protect and preserve the confidentiality of information means to ensure that it is not made available or disclosed to unauthorized entities. In this context, entities include both individuals and processes.”

(Continued on page 4)
Our confidentiality goes on to state, “For information to be considered Confidential Information it must be confidential in quality, it must not have previously been disclosed in public”.

This is very important; one of the most valuable identifiers is the longitude and latitude representation of a location. Working with the Open Geospatial Consortium (OGC) ECCMA has produced an open public standard (ECCMA 1-4) for the representation of longitude, latitude and floor of a location in a simple string of 16 characters; this is called the eNLI (ECCMA Natural Location Identifier). The eNLI is designed to be easier to store than raw longitude and latitude in a database and it can be easily converted to a bar code. As long as you know the longitude, latitude and floor (optional) of a location you can obtain an eNLI through the application of a simple formula published in the standard. You can convert the eNLI back to longitude, latitude and floor by reversing the formula. It is a simple and brilliant idea but of course to create an eNLI you need to know the GPS coordinates of longitude and latitude. If you have an electronic map or any GPS enabled smartphones you can simply look up the coordinates.

Today, there are also many services that can convert a postal address to GPS coordinates, called “geo coding”. This consists of looking up the coordinates in a table containing business names and addresses. When you type in the name of a restaurant on a smartphone or on Google, Bing or Yahoo, you are searching this table. Despite what many services claim, there is no proprietary formula that creates the GPS data, you either need a map, you need to be there or you need to ask someone who knows! Most postal services maintain geo coding tables and they are often the primary source for the location of a postal address. Geo coding is not accurate; it falls into the horseshoes and hand grenade category where close enough is good enough.

What is interesting and disturbing is that some of the larger companies that provide geo coding are claiming that the GPS coordinates of a location are proprietary to them and should not be used by their “licensed” users (remember when you clicked that box “I agree”) to offer any other service. Obviously taxi drivers and the pizza delivery service are not aware of this limitation of their rights. I doubt the lawyers who write the “click license” or application license text really intended to cover “all” data for no other reason than it is illegal to claim copyright over something that is not your copyright. But I could be wrong; it will not be the first time large monopolistic companies attempt to claim public rights as their own. As you will see in the following paragraph we openly and publicly use Google for geo coding.

If you want to see how geo coding works and how GPS coordinates are converted to an eNLI, take a look at www.eccma.org/eNLI/. We first use the U.S. Postal service to clean up U.S. postal addresses (this is a free service from the U.S. postal service that few companies are aware of) and we use Google geo coding to convert the address to GPS coordinates. The best way to understand the process is to try it yourself and this is why we built the site.

When you visit the eNLI site, alongside the eNLI (ECCMA Natural Location Identifier) you will also see the eCPI, the ECCMA Controlled Property Identifier. This is a public domain
(as opposed to natural) identifier for a file containing property boundaries. We convert a metes and bounds description of a property into a KML file made up of a collection of points represented as eNLIs. The eNLIs are Natural identifiers because they are generated through the application of an open formula; anyone can generate an eNLI. GPS coordinates are also Natural identifiers because anyone can calculate them from a map or using satellite coordinates. The eCPI is a controlled identifier because the identifier is created by ECCMA when a KML file is added to the registry; most identifiers (passport number, part number or serial numbers) are controlled identifiers.

**Identifying individuals and organizations**

This topic will eventually make its way to an ECCMA white paper but in the meantime I thought I would share with you some of the ideas we are working on.

One of the tenets of Buddhism is “dependent arising” which basically means that everything comes from something (wood from trees and you from your parents). As we were working on the eNLI as a natural identifier for location we were also asked to apply the same principle to properties. Properties or lots are basically a collection of locations. All property title deeds describe the property boundaries, most commonly, using a geometric system called a metes and bounds description. The description identifies a “point of beginning” or POB and works its way around the property through a series of “way points” arriving back at the POB. In older property descriptions, the POB and way points could be geographic markers such as a large tree (oups! we cut it down) or a large boulder but in more recent times, the POB will have a GPS coordinate from which it is possible to calculate the GPS coordinates of all the others (actually if you have the GPS coordinates of a single waypoint you can calculate all the others).

As we were working on the project we realized something that should be obvious to everyone. Until you can describe a property, it does not exist. The American Indians realized this when they called surveyors “land thieves” as they were the first step in the legal process used to take their land. Of course, the description needs to be published somewhere where others can be made aware of your claim. This is the land registry. It is surprising that so few property owners have ever seen or have a copy of their property title, yet if you ask them for the title to their car they have no problem producing it.

Actually the principle applies not only to property as surveyed land but to all property; basically if you cannot describe it you cannot own it.

So how does this lead us to the identification of individuals and organizations? Traditionally, we have used “name” but we all know how useful that is. We started thinking about the creation of individuals and organizations, no not the birds and the bees, but the “legal” creation of individuals and organizations. The birth certificate! An individual comes into legal existence with the recording of a birth certificate. This is a public record. A corporation comes into existence with the recording of its certificate of formation; again this is a public record. Just as we have land registries we have birth registries and corporate registries. In older land registries a property is identified by the book and page where the original deed is recorded; this becomes the property identifier. Land registries are local and so are birth registries and corporate registries.
The eNLI is a natural identifier because it was possible to convert a standard description (GPS coordinates) into an identifier using a standard process. We also did this with property boundaries but the resulting identifier is currently too big to be useful so we created another shorter identifier as an alias which is the eCPI (essentially a reference for the property described is a KML). We are researching the possibility of creating quality identifiers for individuals and corporations. These identifiers would be resolvable to sufficient data to validate the identifier. There are, of course, privacy issues that will need to be addressed but clearly at some point we need to be able to unambiguously identify legal entities with ease and with confidence. The ultimate identification of a legal entity starts with the legal public record.

Best Regards,

Peter R. Benson, Executive Director, ECCMA

(Continued from page 5)

Companies and countries run on data but rarely question its origin, accuracy or significance, that is until something goes wrong. It took thirty years in search of a solution to data quality and data governance to develop ISO 8000, the international standard for data quality. It was an insightful and unexpected journey across four continents and it is gratifying to see how many are rapidly becoming aware that by improving the quality of their data they can easily remove their own blindfold. Visit: [http://www.eccma.org/managingblind/](http://www.eccma.org/managingblind/) to purchase the Managing Blind eBook!
EBOLA, AN INFORMATION QUALITY DISASTER
SUBMITTED BY: Daryl Crockett
Co-founder and CEO, Validus

More and more, I find myself yelling at the TV. How can our government officials and world-class medical facilities be making such big mistakes? How can there be such a breakdown in information? As a Quality professional, I can see there are both discrete and systemic quality problems at the root of all of this. But as I thought more deeply, I was surprised by the relevance to my life as a Data Quality professional.

When Thomas Eric Duncan, entered Texas Health Presbyterian Hospital in Dallas for the first time, exhibiting flu-like symptoms, he was misdiagnosed due to an internal breakdown in communication between members of the hospital’s triage team who failed to make the West African connection. We have since learned that hospital staff had a pre-formulated quality triage process in place at that time, but for some reason, the human beings just didn’t follow their processes as designed. We can all accept that human beings are not perfect and do make mistakes.

But the second time Duncan entered that same hospital, it was frighteningly obvious that Ebola was now a new resident in the Don’t Tread On Me State. Presbyterian Hospital staff whipped out their standard infection disease protocols and did their best to treat Mr. Duncan and to protect themselves and others from the deadly virus. Those protocols contained data that had been developed with due care and consideration of the facts and threats known at that time. The data in those protocols met the requirements of the hospital quality system at the time it was created and approved.

As events unfolded, two Dallas health care workers were subsequently infected with the Ebola virus, and an entire Caribbean cruise ship carrying a potentially exposed Dallas healthcare worker was turned away from vacation ports of call. It became painfully obvious that while the hospital’s infectious disease protocol data met their data quality requirements at one time, it was NOT quality information! As ECCMA Executive Director, Peter R. Benson, instructs – “Data is useful, but information is timely, relevant, and accurate.”

The Presbyterian Hospital, the CDC, and even the World Health Organization were not working with the best information available – that which was developed in the field hospitals of West Africa run by Doctors Without Borders.

The Ebola crisis has given me a much better way to articulate this ‘Information vs. Data’ challenge which is a root cause of a lot of the data quality problems I see within client organizations. In today’s world, companies gather and process great volumes of data. Bigger and faster data is driving more and more critical decisions. Business teams typically create Data Quality rules, and their IT teams will program and execute ETL and data quality scripts to help the organization comply with those rules. Leadership assumes that since their data meets their internal data quality standards, then they are working with “good data”. Perhaps, the better question an organization should ask is, “Are we working with the right information?”

(Continued on page 8)
Because in most cases, independent 3rd party validation and comparison to external information exchanges can provide a potentially higher quality source of information for corporate dictionaries, customer and vendor data, material specifications, etc – Information which is more timely, relevant and accurate than that being used by the business today.

Data Quality is a worthy business practice, but by itself, it is insufficient. Adding periodic Data Validation performed by those independent to the core IT team, can offer the best possible information quality and can help lower an organization’s exposure to data risk.

About the Author

Daryl Crockett, certified ISO 8000 MDQM™, is a leading expert on Data Validation and Data Quality. Daryl is Co-Founder and CEO of Validus (www.ValidusInc.com) offering Data Validation & Data Quality services, solutions and consulting. She is co-inventor or AMIGO®, patent-pending software for Information Governance and Data Validation. LinkedIn: www.linkedin.com/in/darylcrockettceovalidus/.

Upcoming

Business Process Management: Smart Strategy and Agile Mechanics

November 13-14, 2014
Mövenpick Hotel Berlin, Germany

This marcus evans event will gather corporate BPM leaders to discuss key BPM topics such as establishing an effective and light BPM governance structure, change management, measuring process performance and benefits, balancing between standardization and localization. BPM for “daily use” across various functions in a MNC, as well as, Intelligent business optimization. Attend this premier marcus evans practitioner exchange to benchmark and get additional insights of establishing a world-class BPM governance and function as a solid fundament for a competitive business.

For more information on this conference, please click here.

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Why Your Data Sucks
The Surprisingly Short Half-Life of Data
Your data is radioactive, just as a chunk of plutonium will break down in a measured amount of time – its half-life – data also has a half-life. That’s the time it takes for half of the contact information in your database to go bad.
Why? Because contact data is always in flux. Customers move, change jobs, retire, die, get married or divorced causing the stored data to become flawed. This in turn, affects the accuracy and usefulness of data used for communications, analytics, and compliance. We analyzed thousands of customers’ databases and developed a formula to determine the actual half-life of data [see infographic on next page].

The Cost of Bad Data and the 1-10-100 Rule
If left unchecked and untreated, this decayed data can contaminate your entire database leading to increased costs, inaccurate analytics and endangering your ability to nurture and maintain customer relationships.

In fact, poor data quality is the main reason for 40 percent of all failed business initiatives, according to a Gartner, Inc. study. Poor data quality can affect labor productivity by as much as 20 percent, and put up to 12 percent of your revenue in jeopardy. In fact, bad customer data costs U.S. businesses over $600 billion per year.

Consider the “1-10-100 Rule” which posits it takes $1 to verify the accuracy of a customer record at point-of-entry, $10 to clean it in batch form and $100 per record if nothing is done at all. This includes the costs associated with undeliverable shipments, low customer retention and unsuccessful CRM initiatives. The bottom line – it’ll cost you more not to have a solution in place that will verify, cleanse, and guarantee that you have valid contact data.

This highlights the importance of data quality, and why you should continuously clean and update your contact data to ensure its accuracy.

Fight Truth Decay with Data Quality Tools
Melissa Data provides smart, sharp data quality tools to help you combat bad data and keep it clean and up-to-date for your organizational needs. We offer global address, phone, email, and name verification solutions, and identity verification and data enrichment tools to add demographic and geographic data – for better business intelligence, analytics, and sales and marketing initiatives.
Calculating the Half-Life of Data – Also Known as the Rate of Decay

In the U.S. annually we have a population of 316 million, according to the U.S. Census Bureau.

Changes:
- Marriages = 2.3 million
- Divorces = 1.2 million
- Births = 4.3 million
- Deaths = 2.5 million
- Moves = 47 million

Total Changes per year = 57.3
Total Changes per month = 4.8

The half-life formula is:
\[
\begin{align*}
\text{t}_{1/2} & = \frac{(\ln 1/2)}{(\ln mf / ml)} \\
\text{t}_{1/2} & = \ln (1/2)/\ln((316-4.8)/316) \\
& = 45.4 \text{ months or ...}
\end{align*}
\]

After 3 years and 9 months half the customer records in a database are incorrect.

About Melissa Data

Since 1985, more than 10,000 companies worldwide have relied on Melissa Data to gain a single, accurate, and trusted view of critical information assets. Call 1-800-MELISSA or visit www.MelissaData.com for more information.
Data Governance can be defined as “The overall management of the availability, usability, integrity, and security of the data employed in an enterprise”. A successful data governance strategy involves many components, which enforce and execute a clearly defined set of policies and procedures. Ongoing compliance to these standards ensures maximum usability of master data and assets.

**Dedicated Team Personnel**

Assigning dedicated team personnel is one of the first steps to establishing a successful data governance strategy. After all, too many cooks in the kitchen can create confusion, inconsistency, and poor results. By having restricted user access, you are now in control of who may enter or request new item creations, modifications, extensions, and suspensions (deletions) to the item master. In addition, you can assign a team of Approvers or Data Stewards to review all incoming item requests before they may be entered into the system. Aside from the consistency benefits, restricted user access also allows companies to better track and monitor catalog activity from a management perspective. Typical user roles include:

User roles can be setup according to your organizational structure, available resources, and preferred process. Some companies may opt to by-pass the approval stage, whereas others may choose to implement multiple approval levels. Regardless of which user roles you decide to implement, the important thing is that you have accurately assigned team members to their respective roles and clearly outlined their responsibilities.
Policy and Standard Operating Procedure

The Standard Operating Procedure is arguably the most critical component of a successful data governance strategy. The Standard Operating Procedure acts as the foundation for data quality, outlining all of the standards and policies that will be implemented to consistently cleanse and format materials data moving forward. Components of the Standard Operating Procedure include:

- Naming Convention (Noun-Modifier or Class-Type Dictionary)
- Cleansing Standards and Policies
- Abbreviations
- Formatting Template/Requirements

If you’ve recently undertaken a data cleansing initiative, the Standard Operating Procedure should already be developed and in place. At this point, the challenge is to ensure that all new item creations and/or modifications conform to the pre-defined Standard Operating Procedure. Any deviation from the set standards should be identified and rejected during a strict quality control review process before it is able to enter the system.

Data Quality

Since data quality is typically the driving factor behind a data governance strategy, it is imperative that you have a method of cleansing, standardizing, and structuring data, whether it is internally or through a third-party service provider. The last thing you want is to implement a data cleansing initiative and then fail to maintain the ongoing integrity of your investment due to a poor or absent catalog management strategy. Regardless of who is performing the cleansing and standardization process, you must ensure that the data conforms to the pre-defined Standard Operating Procedure and identifies potential duplication before it enters the system. The Data Cleansing process should address the following:

- Correct spelling mistakes
- Convert text to desired format (Upper Case, Proper Case, etc.)
- Provide a consistent and standardized noun, modifier, manufacturer name, and manufacturer part number
- Identify duplicates within a site and across the corporation
- Standardize and validate the original item description
- Provide validated attribute enhancement where available
- Example:
  - Raw data - Bearing, 6205-2rs, two seals, SKF, 25 MM ID
  - Cleansed - BEARING, BALL, 25 MM ID, 52 MM OD, 15 MM WD, CONRAD, SINGLE ROW, LIGHT DUTY, 2 SEALS, C3 CLEARANCE, STEEL, SKF, 6205-2RS
Data Formatting and System Integration

The final component involves data formatting and system integration. Depending on the ERP, EAM, or CMMS that you are using, the data must be formatted according to the specific configuration requirements of that system. Each enterprise system is unique and often has different field types, character limitations, and search capabilities. It is important to identify the data formatting requirements during the initial stages of the implementation in order to develop a template for uploading cleansed data into the live system. If you are managing your catalog activity internally you may enter items directly into the system, however, if you are outsourcing these activities you may receive the items back in a load-ready file (.xls, .txt, .csv) from your service provider. Regardless of which method you are using, you will need a strict process and standard template for entering new items, modifications, extensions, and suspensions into the system. It is wise to involve your IT department at this stage to develop a custom upload template that seamlessly integrates with your system.

About the Author

Jocelyn Facciotti is the Marketing Manager for IMA Ltd., a company that specializes in MRO Data Cleansing and related materials management services. Using a proven combination of proprietary software, expert human review, and standard operating procedures, IMA Ltd. supports many global Fortune 100 and 500 companies in their efforts to improve data quality and reduce maintenance costs. To learn more about IMA Ltd. and the services offered, visit www.imaltd.com and take advantage of a no cost, no obligation MRO Data Evaluation.

How Are We Doing?

Membership

To help us improve ECCMA and to better serve you, please take a few minutes to tell us about your ECCMA membership experiences. We appreciate your membership and want to make sure we meet all of your needs. We value your feedback. Follow this link to be taken directly to the survey: www.proprofs.com/survey/t/?title=faphn.

ISO 8000 MDQM Certification

We also encourage you to take our ISO 8000 MDQM survey. From time to time, we like to check in with our ISO 8000 MDQM managers to evaluate our ISO 8000 MDQM certification program. We have put together a brief survey (4 questions) we kindly ask you to fill out. Your feedback is greatly appreciated. Follow this link to be taken directly to the survey: www.proprofs.com/survey/t/?title=obekj.
The IDQSummit was held in Richmond, Virginia from October 6-9, 2014 and exceeded all expectations. The conference gave 100+ data professionals the opportunity to share experiences, network and provide insight to the latest data quality and data governance practices. There was a total of three keynotes, 40 sessions and 12 tutorials that filled the week. Exciting events were also prominent throughout the week. Some events included a Hawaiian Shirt Welcome Social, Vendor Expo with a live music join-in jam session with the “Porch Rockers,” the banquet of 1862 (featuring Abraham Lincoln!), as well as, a historical tour of Richmond Virginia.

ECCMA would like to thank everyone for their attendance to this conference and we are looking forward to seeing everyone again next year!

We are in the process of confirming a hotel in Baltimore for IDQS 2015. The tentative dates being from Tuesday, October 13th through Thursday, October 15th.

We are also working on a new format of three days and three tracts. There will be six half day tutorials on Tuesday followed by two keynotes and 30 presentations on Wednesday and Thursday with the awards banquet on Thursday evening. We expect the focus to move from technical aspects of data quality to meeting the challenges of delivering quality information.

**STAY TUNED FOR DETAILS!**
GET INVOLVED

ISO 8000 WEBINARS

ISO 8000 is the international standard for data quality, its primary purpose is to be used in specifying the quality of data that is exchanged between two parties. A Master Data Quality Manager certified under ISO 8000 has demonstrated that they understand the fundamental principles of the standard and that they know how to use data requirements and the dictionaries that support them to validate the quality of master data.

Join Peter Benson, a leading expert on data cleansing and master data, as he demonstrates the importance of ISO 8000 and assists you on your way to becoming an ISO 8000 Master Data Quality Manager. The next session is being held on November 11th from 8:30am-12:30pm ET. More information and registration details can be found at www.eccma.org/webinar.

SCOPING STUDY

The ECCMA Data Cleansing Project Scoping Study is designed to provide an independent and authoritative analysis of data prior to contracting for data cleansing services. The objective of the ECCMA study is to provide an analysis sufficient to define the quantity and quality of the source data as well as a framework for measuring the quantity and quality of the data to be delivered by the contractor and the anticipated level of effort required to perform the data cleansing task.

For more information, or a Statement of Work, please contact Peter Benson at peter.benson@eccma.org.

ECCMA REGISTRY TRAINING

Are you interested in learning more about the ECCMA registries? Do you have questions on how to utilize the ECCMA Open Technical Dictionary (eOTD) or ECCMA Corporate Dictionary Manager (eCDM) for your company’s specific needs? ECCMA now offers COMPLIMENTARY one-on-one ECCMA registry training.

Register for your session with Peter Benson, Executive Director of ECCMA today to get all of your questions answered. Sessions can be scheduled at your own convenience and are typically one hour in duration. To register, please visit: www.eccma.org/training/.
Mr. Peter R. Benson, a leading expert on data cleansing and master data, will be conducting a series of Master Classes in India from **November 24th-December 4th**. Mr. Benson will explain the basic principles of creating quality data and turning it into a valuable asset that can be used to reduce costs and generate revenue. There will be four separate classes held over two days in Bangalore, Vellore and Chennai. You can sign up for each class separately or for one of the two day - four class series.

Space is limited so reserve your seat today! For more information please visit: [www.eccma.org/class](http://www.eccma.org/class).

**U.S. TAG**

It's that time of the year! Renew or Join the U.S. Technical Advisory Group to TC 184, TC 184/SC 4 and TC 184/SC 5! U.S. technical experts to the ISO committees are organized in Technical Advisory Groups (TAG), they formulate the U.S. position on the ISO TC matters and these are formally submitted by ANSI, as the U.S. voting member, to ISO. Any individual or organization based in the United States of America that has an interest in standards is encouraged to participate through the ANSI accredited Technical Advisors Group (TAG).

If you would like to become a member of the U.S. TAG to TC 184 and any of its subcommittees, please email Sheron Koshy at sheron.koshy@eccma.org.

**Quality Master Data Provider Certificate (QMDP)**

Looking to certify your company?

ECCMA will certify and register that a company is a Quality Master Data Provider and compliant with ISO 8000-110:2009 once they have proven they can send, generate and respond to queries for data.

A company must also verify they can develop and publish data requirements. Lastly, in order to be certified, a company must validate the master data associated with the data requirements.

To apply for this certificate, please visit: [www.eccma.org/iso8000/iso8000register.php](http://www.eccma.org/iso8000/iso8000register.php).
If you are a full member of ECCMA, there is no charge for your annual ECCMA ISO 8000 Quality Master Data certificate. Send an email to Sheron (sheron.koshy@eccma.org) asking for a Quality Master Data certificate and you will receive a request for your templates and your master data. These need to be formatted in compliance with ISO 22745; it is easy to convert a simple spreadsheet to ISO 22745 and we can do this for you. Extracting data is not always as easy as it should be, so we work with you on this if you need assistance.

The first step in the ECCMA audit is to review all the templates and confirm that all the concepts (classes, properties, controlled values) are included in the eOTD. This is very straightforward and it is not required if your templates are already registered in the eDRR and if your master data records include the eDRR template reference.

In the second step we compare your data to your templates. Every master data record should reference the template that it complies with, however in many applications this is missing and the class name is used as the template reference. Templates have mandatory and optional properties (attributes) and we check to see if the master data record contains values for mandatory properties and if the value complies with the data type if it is specified.

Finally, if the master data contains names or descriptions that have generated from the characteristic data using rules, we check to see if the rules are in a neutral (non proprietary) computer processable format and we process the rules for a sample of the master data records to verify that the names and descriptions have been automatically generated or manually entered.

We report on master data records where the template is not specified or does not exist and where the mandatory values are missing or of incorrect data type. We also report on the number of certified quality master data records as a percentage of total records; this is recorded on your certificate.

Separately we provide a report containing a count of the number of master data records by template as well as the number of class, property and controlled value concepts you have used so you can compare these with your dictionary. If appropriate we may also suggest you consider mapping the concepts in your dictionary to concepts that have better definitions or that you reduce or increase the number of classes or properties you are using.

For more information visit: www.eccma.org/iso8000/iso8000register.php.
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Consistent, standardized data is essential in today’s industrial and manufacturing industries as companies strive to reduce costs and improve efficiency. In many cases asset-intensive organizations have multiple plants spread across large geographic regions, each with thousands of MRO spare parts on hand. In such large organizations inventory data becomes inconsistent and inaccurate, resulting in large amounts of excess inventory, duplication and false stock-outs. Each of these inefficiencies greatly ties up time and money and will only continue to worsen if appropriate steps are not taken to resolve the problem. I.M.A. Ltd. offers solutions to cleanse, manage, view and optimize Materials Master Data, ensuring clients capture maximum cost savings.

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ABOUT ECCMA

ECCMA is a not-for-profit International Association of Master Data Quality Managers set up in 1999, to develop and maintain open solutions for Faster – Better – Cheaper access to authoritative master data.

ECCMA is the original developer of the UNSPSC, the project leader for ISO 22745 (open technical dictionaries and their application to the exchange of characteristic data) and ISO 8000 (information and data quality), as well as, the administrator of U.S. TAG to ISO TC 184 (Automation systems and integration), TC 184 SC 4 (Industrial data) and TC 184 SC 5 (Interoperability, integration, and architectures for enterprise systems and automation applications) and the international secretariat for ISO TC 184 SC 5.

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