

**Course Title:** Information Quality Program Implementation

**Duration:** 1.5 – 2.5 Hours (Depending on Needs)

**Pre-Requisites:** No prerequisites are presumed. However, participants with prior exposure to Data Quality and Total Quality Management concepts will find that experience helpful.

**Course Abstract:** Information Quality is getting a lot of press time these days. A Total Information Quality program is a huge undertaking. The ubiquitous nature of information quality leaves many in a quandary as to where to start. This course provides the participant with a practical approach to getting started on their Total Information Quality journey and provides techniques for ensuring the highest return on each Information Quality dollar spent.

**Course Geared To:** The intended audience is for anyone in the business community and IT Community that is responsible for the performance and automation of Business Functions.

**What you will Learn:**

- The key program steps for the Total Information Quality Program (as devised by Larry English)
- How to determine where to get started with addressing information quality issues
- How to determine who should be involved with the Information Quality efforts.
- The importance of mapping the Business Processes and using process to drive quality.
- How to implement effective measures to calculate the return on Information Quality Investment

**Speaker Bio:** Mike Lampa, CEO of TeamDNA, has 27 years experience in Data Integration, Data Warehousing, Business Intelligence, strategic planning and program management. Mike's IT solutions are founded on a strict adherence to model based/model managed architectural disciplines. He developed the Integrated Architecture Framework (IAF) that supports project methodologies for Data Warehouse, Data Integration and Business Intelligence solutions. Mike is a featured speaker at industry and vendor events such as TDWI, DAMA, and Informatica's Data Quality and "How Healthy Is Your Data Warehouse" marketing events.