

The Data Asset

How Smart Companies
Govern Their Data for
Business Success

TONY FISHER



John Wiley & Sons, Inc.

The Data Asset How Smart Companies Govern Their Data For Business Success

Rupa Mahanti

The Data Asset How Smart Companies Govern Their Data For Business Success:

The Data Asset Anthony Fisher,2009 An indispensable guide that shows companies how to treat data as a strategic asset Organizations set their business strategy and direction based on information that is available to executives The Data Asset provides guidance for not only building the business case for data quality and data governance but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset Part of Wiley s SAS Business Series this book looks at Business Case Building Maturity Model and Organization Capabilities 7 Step

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Big Data Analytics Frank J. Ohlhorst,2012-11-28 Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics respected technology journalist Frank J Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics This breakthrough book demonstrates the importance of analytics defines the processes highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets improve profits and identify new business opportunities Reveals big data analytics as the next wave for businesses looking for competitive advantage Takes an in depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on line retailers such as eBay and Amazon big data is now accessible by businesses of all sizes and across industries From how to mine the data your company collects to the data that is available on the outside Big Data Analytics shows how you can leverage big data into a key component in your business s growth strategy

Master Data Management in Practice Dalton Cervo,Mark Allen,2011-05-25 In this book authors Dalton Cervo and Mark Allen show you how to implement Master Data Management MDM within your business model to create a more quality controlled approach Focusing on techniques that can improve data quality management lower data maintenance costs reduce corporate and compliance risks and drive increased efficiency in customer data management practices the book will guide you in successfully managing and maintaining your customer

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perspective from the foreword by Thomas C Redman Ph D the Data Doc Good data is a source of myriad opportunities while bad data is a tremendous burden Companies that manage their data effectively are able to achieve a competitive advantage in the marketplace while bad data like cancer can weaken and kill an organization In this comprehensive book Rupa Mahanti provides guidance on the different aspects of data quality with the aim to be able to improve data quality Specifically the book addresses Causes of bad data quality bad data quality impacts and importance of data quality to justify the case for data quality Butterfly effect of data quality A detailed description of data quality dimensions and their measurement Data quality strategy approach Six Sigma DMAIC approach to data quality Data quality management techniques Data quality in relation to data initiatives like data migration MDM data governance etc Data quality myths challenges and critical success factors Students academicians professionals and researchers can all use the content in this book to further their knowledge and get guidance on their own specific projects It balances technical details for example SQL statements relational database components data quality dimensions measurements and higher level qualitative discussions cost of data quality data quality strategy data quality maturity the case made for data quality and so on with case studies illustrations and real world examples throughout **Modern Data Strategy** Mike Fleckenstein,Lorraine Fellows,2018-02-12 This book contains practical steps business users can take to implement data management in a number of ways including data governance data architecture master data management business intelligence and others It defines data strategy and covers chapters that illustrate how to align a data strategy with the business strategy a discussion on valuing data as an asset the evolution of data management and who should oversee a data strategy This provides the user with a good understanding of what a data strategy is and its limits Critical to a data strategy is the incorporation of one or more data management domains Chapters on key data management domains data governance data architecture master data management and analytics offer the user a practical approach to data management execution within a data strategy The intent is to enable the user to identify how execution on one or more data management domains can help solve business issues This book is intended for business users who work with data who need to manage one or more aspects of the organization s data and who want to foster an integrated approach for how enterprise data is managed This book is also an excellent reference for students studying computer science and business management or simply for someone who has been tasked with starting or improving existing data management

Multi-Domain Master Data Management Mark Allen,Dalton Cervo,2015-03-21 Multi Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi domain master data management MDM implementation Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains Written in a business friendly style with sufficient program planning guidance this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance Data

Stewardship Data Quality Management Metadata Management and Data Integration Provides a logical order toward planning implementation and ongoing management of multi domain MDM from a program manager and data steward perspective Provides detailed guidance examples and illustrations for MDM practitioners to apply these insights to their strategies plans and processes Covers advanced MDM strategy and instruction aimed at improving data quality management lowering data maintenance costs and reducing corporate risks by applying consistent enterprise wide practices for the management and control of master data *The New Manager's Survival Guide: Everything You Need to Know to Succeed in the Corporate World* Steven Haines,2016-05-27 Whether you're an experienced employee in a first time managerial role or a complete business novice this guide has everything you need to excel in your field Written in a style designed to help you grasp concepts quickly and effectively The New Manager's Survival Guide provides the information and tools you need to create a solid team department or company It helps you advance your career by covering the nuts and bolts of managing a business which is not often taught in business classes and which even experienced managers sometimes need to brush up on You will learn the ins and outs of management including understanding organizational design building and utilizing teams using data to make smart decisions crafting strategy creating product plans and managing people up down or across organizational lines In addition the book provides new tools for supervisory managers who aren't familiar with the important practice of coaching Plus a self assessment instrument helps you determine your knowledge level beforehand so you can skip the parts you have already mastered and or focus more deeply on practices you need work on *The Data Asset* Anthony

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Encyclopedia of Business Information Sources Linda D. Hall,2008 Each updated edition of this detailed resource identifies nearly 35 000 live print and electronic sources of information listed under more than 1 100 alphabetically arranged subjects industries and business concepts and practices Edited by business information expert James Woy **Catalog of Best-selling Teaching Materials** Harvard Business School Publishing Corporation,1999 **Harvard Business School ...**

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The book delves into The Data Asset How Smart Companies Govern Their Data For Business Success. The Data Asset How Smart Companies Govern Their Data For Business Success is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into The Data Asset How Smart Companies Govern Their Data For Business Success, encompassing both the fundamentals and more intricate discussions.

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- Chapter 1: Introduction to The Data Asset How Smart Companies Govern Their Data For Business Success
- Chapter 2: Essential Elements of The Data Asset How Smart Companies Govern Their Data For Business Success
- Chapter 3: The Data Asset How Smart Companies Govern Their Data For Business Success in Everyday Life
- Chapter 4: The Data Asset How Smart Companies Govern Their Data For Business Success in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of The Data Asset How Smart Companies Govern Their Data For Business Success. The first chapter will explore what The Data Asset How Smart Companies Govern Their Data For Business Success is, why The Data Asset How Smart Companies Govern Their Data For Business Success is vital, and how to effectively learn about The Data Asset How Smart Companies Govern Their Data For Business Success.

3. In chapter 2, the author will delve into the foundational concepts of The Data Asset How Smart Companies Govern Their Data For Business Success. The second chapter will elucidate the essential principles that need to be understood to grasp The Data Asset How Smart Companies Govern Their Data For Business Success in its entirety.

4. In chapter 3, the author will examine the practical applications of The Data Asset How Smart Companies Govern Their Data For Business Success in daily life. This chapter will showcase real-world examples of how The Data Asset How Smart Companies Govern Their Data For Business Success can be effectively utilized in everyday scenarios.

5. In chapter 4, the author will scrutinize the relevance of The Data Asset How Smart Companies Govern Their Data For Business Success in specific contexts. The fourth chapter will explore how The Data Asset How Smart Companies Govern Their Data For Business Success is applied in specialized fields, such as education, business, and technology.

6. In chapter 5, this book will draw a conclusion about The Data Asset How Smart Companies Govern Their Data For Business Success. The final chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of The Data Asset How Smart Companies Govern Their Data For Business Success.

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The Data Asset How Smart Companies Govern Their Data For Business Success Introduction

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