

PROPRIETÁRIO E CONFIDENCIAL PARA O GRUPO DE QUALIDADE.
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3ª Conferência Internacional de Qualidade de Dados

Data Quality in Europe

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European data quality culture

ExQi

www.exqi.asso.fr (under construction)

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ExQi – French Association



- Who founded it?
- What need is it answering?
- Who supports it?
- What are the objectives?
- Can we build a network?

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ExQi - Excellence, Quality, Information

- Was born 11th of March 2009
- 7 Founding Members:
 - Sylvaine Nugier, EDF
 - Brigitte Laboisie, A.I.D.
 - Delphine Clément, Hewlett Packard
 - Dr. Walid el Abed, Global Data Excellence
 - Marc Daverat, Dataflux
 - Virginie Goasdoué-Thion, Paris Dauphine
 - Laure Berti Equille, Rennes 1 IRISA
- Board of Experts: operational and scientific
- Towards a European or WW network of DQ association?



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ExQI – Mission and Vision

Excellence, Quality, Information...



- Promote the culture of Data and Information Quality (DIQ) and Excellence at all levels throughout the Organization, Enterprise and Information Society
- Define a DIQ framework, DIQ methodologies, DIQ benchmark and develop best practices sharing in the area of Data and Information Quality
- Set up workstreams between ExQI members, and the industry, academy, thoughtleaders and public sector on the various aspects of Data and Information Quality
- Make proposals and recommendations to the public and private sector in the area of Data and Information Quality
- Organize events around the governance of the data

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AFNOR Accord

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Why « Accord »?

- **To know what I'm buying ...**

When I buy data, I want to know the level of data quality:

- Level of accuracy per channel
- Obsolescence
- Duplicates
- ...

- **To benchmark my CRM data quality**

- Using a standard, published, transparent, shared method.

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'Accord' contributors

-  A.I.D.
-  Fedex
-  Air Liquide
-  Hewlett Packard
-  Auchan
-  Microwarehouse
-  CNAM
-  SFR

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What is 'Accord'?

- The document describes the **main indicators to measure data quality level of a CRM in terms of client/prospect identification**:
 - In BtoB and BtoC environment
 - What is the minimum data necessary to know and communicate with a client?
 - How to measure the accuracy of this data?
 - Before usage / After usage
 - How to count the duplicate rate in a CRM for households, individuals, or companies?
 - Channel data accuracy : email, address, phone number
 - How to measure phone number accuracy?
 - How to obtain a rate of incorrect phone numbers
 - Obsolescence
 - Recommendation in terms of data components
 - Legal compliance

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Data quality activities

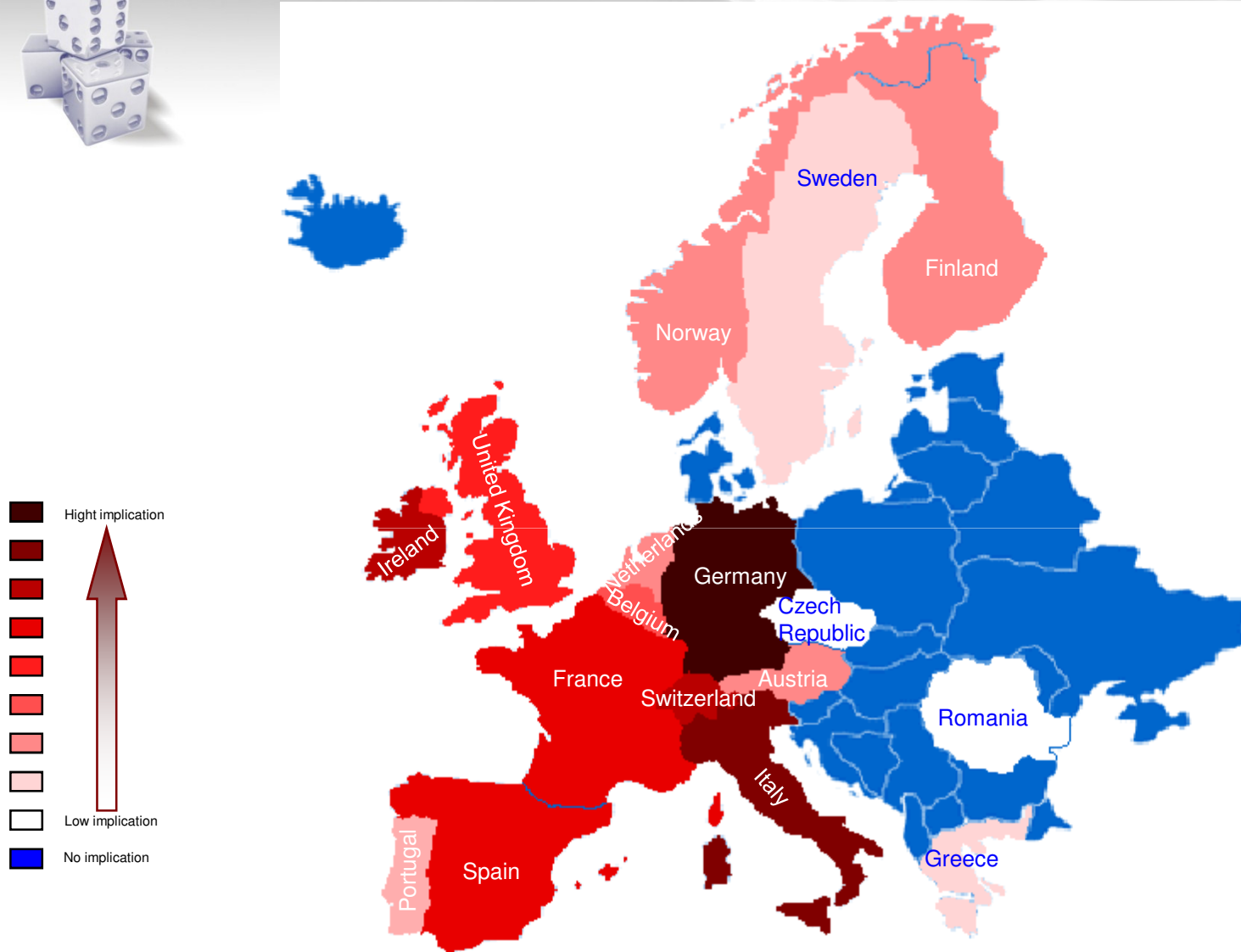
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b2



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Slide 12

b2

mettre une légende sur la signification des couleurs

brigitt; 12/5/2009

Germany



Humboldt-Universität zu Berlin***
 University of Potsdam***
 Technische Universität Ilmenau
 Forschungszentrum Informatik – Karlsruhe
 University of Leipzig*
German society of IQ***
 AG, research & technology, Ulm*
 University of Tübingen
 Leibniz-Labor für Altersbestimmung und Isotopen Forschung,
 Christian-Albrechts-Universität
 University of Augsburg
 University of Paderborn
 Technical Faculty Christian-Albrechts-University Kiel
 University of Konstanz
 University of Bamberg
 University of Ulm

France

Laboratoire PRISM – Université de Versailles**
 Université de Rennes/IRISA**
 CNAM – CEDRIC
ExQI
 Université Dauphine
 Université Aix-Marseille
 Université Paris XII
 Université du Sud Toulon-Var

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TIQM - kvality informací (Arnost Katolicky)

Romania: Alexandru Ioan Cuza University

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