

Business Rules and Data Quality: *Closing the Loop*

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How can you maximize your ROI from data quality initiatives? This presentation discusses how business rules can help. First, Mr. Ross discusses several case studies to illustrate why knowing the business rules is important to data quality. That leads to rule management as an data quality concern. Then Mr. Ross discusses the latest ideas in demonstrating cost-benefit, using operational business decisions as a new focal point.

This presentation gives data quality professionals an update on what is happening in the fast-moving world of business rules. It examines the emerging discipline of enterprise decision management (EDM), and explains why your business needs to be decision-centric, rather than system-centric or even exclusively data-centric. To get the real value from higher data quality, you need to close the loop on turning insights from data into action.

Mr. Ross examines recent industry experience in using business rules for both automating and auditing decisions. Both uses emphasize improved communication between IT and the business, pinpoint intervention, and proactive techniques for identifying and addressing information anomalies.

- Exploiting the real value of data
- New ideas for exploring the ROI of data quality
- How business rules relate to data quality
- Fixing the deployment gap
- The latest real-world experience in applied business rule techniques