

(Free pdf) Improving Data Warehouse and Business Information Quality: Methods for Reducing Costs and Increasing Profits

## Improving Data Warehouse and Business Information Quality: Methods for Reducing Costs and Increasing Profits

Larry P. English

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# Improving Data Warehouse and Business Information Quality

Methods for  
Reducing Costs  
and Increasing  
Profits

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**Larry P. English : Improving Data Warehouse and Business Information Quality: Methods for Reducing Costs and Increasing Profits** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Improving Data Warehouse and Business Information Quality: Methods for Reducing Costs and Increasing Profits:

0 of 0 people found the following review helpful. Extraordinary; Unique; Essential!By Michael TozerLarry English includes in the Introduction to this excellent and important book the following "Author's Warranty": "If you are not able to apply ideas contained in this book to achieve value to your organization worth multiple times the cost of the book, I will personally refund to you the purchase price you paid for this book." I must report that I'd never seen such a unique and extraordinary approach taken in a work dealing with such a complex technical subject. Yet, I can affirm that Larry English's book delivers on its promise. As other commentators have averred, the book is much more than its title implies. It is, as one reviewer has rightly opined, nothing less than an overall strategy for Enterprise effectiveness

with respect to the most important and the only truly proprietary asset any organization has, its data. The writing is excellent, and the wisdom imparted in the corpus of this text is profound. One develops the impression that Larry English is not just a very smart and well experienced man. He is also, evidently, a loving father, and a very nice guy. I think it would be a huge privilege to meet Mr. English and to learn from him personally. And, thanks to .com and his publisher, we can all avail ourselves just a bit of this opportunity through reading his excellent book. I strongly recommend it to anyone who is sincerely interested in a rewarding career in Enterprise Data Management. God bless.

22 of 28 people found the following review helpful. Good information but tedious reading  
By A Customer  
The author presents information and advice that is not readily available anywhere else. Unfortunately, the book is so boring that it is doubtful that it will actually get read by many people outside the data administration community. The problems with the book are many. It is the most repetitious book I ever read. The author should learn about tautologies because they constantly appear in the book. Also, there are too many bulleted lists, step-by-step programs, and diagrams that may be okay for a spoken presentation but make for distracting and dull reading. Finally, there are many "do an effective...." and "conduct a thorough..." type of statements. The author should just say what a thorough or effective (or the like) practice is. One more aspect of this book is really bothersome. It is titled as if it is a data warehousing book. But references to data warehouses seem to appear as afterthoughts. Most of the book is relevant to designers of transaction processing systems. And the author never lets us in as to why, if we follow the principles in the book, we need a data warehouse. Finally, this book mostly discusses structured information. At this time when information technology professionals are "discovering" that most information used is unstructured, the author's orientation is shortsighted.

0 of 0 people found the following review helpful. This book makes me realize how I absolutely don't want ...  
By User  
This book makes me realize how I absolutely don't want to work in Data Quality or Data Warehousing. The tome could be 50% thinner no doubt.

A comprehensive guide to quality improvement from the leading expert in information and data warehouse quality. Each year, companies lose millions as a result of inaccurate and missing data in their operational databases. This in turn corrupts data warehouses, causing them to fail. With information quality improvement and control systems, like the ones described in this book, your company can reduce costs and increase profits from quality information assets. Written by an internationally recognized expert in information quality improvement, *Improving Data Warehouse and Business Information Quality* arms you with a comprehensive set of tools and techniques for ensuring data quality both in source databases and the data warehouse. With the help of best-practices case studies, Larry English fills you in on:

- \* How and when to measure information quality.
- \* How to measure the business costs of poor quality information.
- \* How to select the right information quality tools for your environment.
- \* How to reengineer and cleanse data to improve the information product before it reaches your data warehouse.
- \* How to improve the information creation processes at the source.
- \* How to build quality controls into data warehouse processes.

AUTHOR BIO: Larry P. English is the leading international expert in the field of information and data warehouse quality. He is a columnist for *Data Management Review* and a featured speaker at numerous Data Warehousing Conferences. Larry chairs Information Quality Conferences held around the world.

.com The premise of *Improving Data Warehouse and Business Information Quality* is that the quality of information stored in a database is just as measurable as the quality of the cars that come off an assembly line. Furthermore, database managers can take steps to ensure that their databases collect the best possible information. This is a dense book, loaded with management jargon, statistical analysis, and complicated flow diagrams. You won't succeed in skimming casually through it, and you will probably get more out of the book if you have some experience with quantitative management techniques. Regardless, this book makes excellent reading for those taking the holistic approach to database design, in which a good database considers where the information comes from, how it is used, and what results come from that use. English covers some methods for extracting information from various sources--through surveys and other methods--before launching into an elaborate discussion of information-quality metrics.

-- David Wall  
From the Back Cover  
Methods for Reducing Costs and Increasing Profits. "The Information Quality Bible for the Information Age!"-Masaaki Imai, Founder, Kaizen Institute and Bud H. Cox, Managing Director, Kaizen Institute of Japan. ". . . Very lively reading. The book belongs on the bookshelf of every manager and technician."-Bill Inmon, "Father of Data Warehousing," Pine Cone Systems. Each year, companies lose millions as a result of inaccurate and missing data in their operational databases. This in turn corrupts data warehouses, causing them to fail. With information quality improvement and control systems, like the ones described in this book, your company can reduce costs and increase profits from quality information assets. Written by an internationally recognized expert in information quality improvement, *Improving Data Warehouse and Business Information Quality* arms you with a comprehensive set of tools and techniques for ensuring information quality both in source databases and the data warehouse. Each year, companies lose millions as a result of inaccurate and missing data in their operational databases. This in turn corrupts data warehouses, causing them to fail. With information quality improvement and control systems, like the ones described in this book, your company can reduce costs and increase profits from quality

information assets. Written by an internationally recognized expert in information quality improvement, *Improving Data Warehouse and Business Information Quality* arms you with a comprehensive set of tools and techniques for ensuring information quality both in source databases and the data warehouse. Larry P. English is the leading international expert in the field of information and data warehouse quality. He has provided consulting and educational services in at least 20 countries and on 4 continents. DAMA awarded him the 1998 "Individual Achievement Award" for his contributions to the field of information and resource management. He writes the "Plain English on Data Quality" column for *Data Management* and is a featured speaker at numerous data warehousing conferences. Larry chairs information quality conferences held around the world.

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