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Organizations: Discovering the Value of Data Quality Tools
Chapter 14: Reactive Organizations: Choose the Technology That Gets the Most from Your Applications
Chapter 15: Proactive Organizations: Bridging the Chasm and Becoming Proactive; Chapter 16: Governed Organizations: Moving Beyond Data to Business Process Automation; Glossary; Index

Sommario/riassunto

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 Programmati
