

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910829829003321 |
| Autore | Fisher Tony (Anthony), <1958-> |
| Titolo | The data asset [[electronic resource]] : govern your data for business success // Tony Fisher |
| Pubbl/distr/stampa | Hoboken, NJ, : Wiley & Sons, c2009 |
| ISBN | 1-119-20428-3 1-282-68436-1 9786612684364 0-470-50800-0 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (243 p.) |
| Collana | Wiley & SAS business series |
| Classificazione | 85.20 |
| Disciplina | 005.74 658.4038 |
| Soggetti | Database management Business intelligence Corporate governance |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | The Data Asset: How Smart Companies Govern Their Data for Business Success; Contents; Fore! word; Acknowledgments; Introduction; Part I: Building the Business Case for Data Governance; Chapter 1: Making the Case for Better Data; Chapter 2: Risk Mitigation: How Quality Data Keeps Your Company Out of Trouble; Chapter 3: Controlling Costs with Accurate and Reliable Data; Chapter 4: Optimizing Revenue with Quality Data; Part II: The Data Governance Maturity Model; Chapter 5: Governing Your Data; Chapter 6: Undisciplined Organizations: Disasters Waiting to Happen Chapter 7: Reactive Organizations: Trying to Get Beyond Crisis Mode Chapter 8: Proactive Organizations: Reducing Risk, Avoiding Uncertainty; Chapter 9: Governed Organizations: Trust in Data Pays Multiple Benefits; Part III: Utilizing People and Processes to Achieve a Quality Culture; Chapter 10: The Quality Culture; Chapter 11: People; Chapter 12: Processes; Part IV: Closing the Loop: Selecting the Right Technology for Your Organization; Chapter 13: Undisciplined 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
