

[The MIT Information Quality Industry Symposium](#)

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Title:

Enterprise Architecture led Information Quality Strategy
“Two Sides of the Same Coin”

Abstract:

It is estimated that corporations annually lose billions of dollars to clean up bad information. Like having one major oil spill every year. Imagine.

Why corporations do not use enterprise methods to eliminate bad data before it hits our shores? I believe

1. Data flows through enterprises with interferences everywhere. Only a marriage between governance and enterprise quality controls will ensure clean data.
2. Data and Information are not seen as assets. A healthcare company will invest in an “interventions” quality lab but will not support a “data” quality lab. Information generated out of bad data will make the company unable to understand outcomes of interventions and create better patient engagement programs.

Enterprise architecture needs to define quality strategies and create “data quality labs”. They are two sides of the same coin.