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Marilou Haines, president of Alamo Software Inc. and its new division AlamoIQ, received her M.B.A. and M.S. in Information Quality from the University of Arkansas at Little Rock. She is currently a PhD candidate of Applied Sciences with emphasis on Information Quality. Alamo Software, Inc. supplies business custom software to US franchises and AlamoIQ provides consultancy and software services related to Information Quality.