

# Information Fitness

gives your business agility

## Executive Information Quality Briefing

### Understanding the meaning of business agility

Despite the competitive and legislative importance of your business information many organisations are only just starting to improve their information quality control and management. Sponsorship from you and other senior people across your organisation is critical. Without your support, this essential programme is likely to become long-winded, costly and ineffective.

Do you know:

- ▶ *Why your information quality can inhibit or accelerate business objectives?*
- ▶ *How your information quality can damage or improve your bottom line?*
- ▶ *How you can influence the competitiveness of your business?*

Can you answer the increasingly important regulatory questions arising from Sarbanes-Oxley, Basel II and other topic areas such as anti-money laundering? The ultimate sanction for a wrong decision is prison.

A two hour briefing, incorporating real case studies, gives you and your colleagues a clear understanding of information quality improvement and the consequences of neglect. This will provide you all with:

- ▶ *A real understanding of why information is a valuable asset in need of management*
- ▶ *Knowledge of the business benefits and the importance of information quality*
- ▶ *A consistent model and vocabulary on which to base projects*

The briefing will enable you to make informed, legitimate decisions on information quality. AKMA's extensive experience with blue chip companies suggest the institutionalised effects of poor information quality can consume 25% of your annual revenue.

AKMA's proven approach prevents the almost inevitable loss of data value seen in organisations throughout the world.

A corporate data model is an important basis for defining your business information asset. In our experience, the most effective approach starts by discussing your strategic business priorities with a seasoned expert, to identify your requirements and the most cost-effective approach to optimising the benefits.

### 2 Hour Executive Information Quality Briefing:

- ▶ *Understand the value of increasing information quality*
- ▶ *Learn about the consequences of poor quality information*
- ▶ *Business level briefing*

Contact **AKMA** to discuss information quality in your organisation on **0845 226 2004** or **enquiries@akma.com**

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