Business Impact Techniques

Business Impact Techniques use qualitative and quantitative measures for determining the effects of data quality on the business. The table contains a quick reference list of the eight Business Impact Techniques used in the methodology—Ten Steps to Quality Data and Trusted Information[™]. The figure below the table shows a continuum of the relative time and effort to determine business impact for each technique from generally less complex and taking less time (technique 1) to more complex and taking more time (technique 8).

No.	Business Impact Technique	Definition
1	Anecdotes	Collect examples or stories about the impact of poor data quality.
2	Usage	Inventory the current and/or future uses of the data.
3	Five "Whys" for Business Impact	Ask "Why" five times to get to the real business impact.
4	Benefit versus Cost Matrix	Analyze and rate the relationship between benefits and costs of issues, recommendations, or improvements.
5	Ranking and Prioritization	Rank the impact of missing and incorrect data on specific business processes.
6	Process Impact	Illustrate the effects of poor-quality data on business processes.
7	Cost of Low-Quality Data	Quantify the costs and revenue impact of poor-quality data.
8	Cost–Benefit Analysis	Compare potential benefits of investing in data quality with anticipated costs, through an in-depth evaluation. Includes return on investment (ROI)*—profit from an investment as a percentage of the amount invested.

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*The phrases ROI or return on investment are often used in a general sense to indicate any means of showing some type of return on an investment. ROI in technique 8 refers to the formula for calculating return on investment.



Business impact techniques relative to time and effort.

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