

Hey! What's New? 2024-113

Data Quality: The Hidden Cornerstone of Digital Transformation Success

An article in the latest issue of *The Data Administration Newsletter* says that a study by Gartner found that poor data quality costs organizations an average of \$12.9 million annually. More alarmingly, the same study revealed that only 24% of organizations rate their data quality level as “high.” This disconnect between the importance of data quality and the actual situation in most organizations is a ticking time bomb in digital transformation.

The author, Christine Haskell, suggests some ideas for what organizations can do to address this critical issue. The first step, she says, “is acknowledging that data quality is not just an IT problem but a business-wide concern that requires top-level commitment. Companies must establish a robust data governance framework with clear ownership and accountability for data quality across all departments.”

Investing in data quality tools and processes is crucial, she adds. “This includes implementing data profiling tools to identify issues, data cleansing solutions to correct errors, and ongoing monitoring systems to maintain data quality over time. However, technology alone is not the answer.”

She advises that “equally important is fostering a culture of data quality awareness throughout the organization. This involves training employees on the importance of data quality and their role in maintaining it. Data leaders should never invest in technology without considering investing in human skills — the ‘insurance policy’ that ensures the adoption and effective usage of these tools.”

Haskell believes that data quality initiatives should be viewed as a critical component of change management in digital transformation. “By investing in technology and people, organizations can create a robust foundation for their data-driven future.”

She points out that quality data is the bedrock of digital success. “While cutting-edge technologies are alluring, the success of digital initiatives ultimately hinges on data quality.... investing in data quality yields significant improvements in customer satisfaction, operational efficiency, and overall business performance.”

Organizations must prioritize data quality as a fundamental aspect of their digital transformation strategies, Haskell advises. “This means investing in the right tools and processes and fostering a culture that values data quality at every level. By doing so, companies can avoid hidden pitfalls and position themselves for long-term success in the data-driven era.”

As well, she notes, “CDOs and data leaders must take a holistic approach to managing data initiatives from inception to completion, aligning with their end-to-end responsibilities. This comprehensive view ensures that data quality remains a priority throughout the entire data lifecycle and across all digital transformation efforts. Remember, in the digital age, your business is only as good as your data. Make it count.”

For more, see [Data Quality: The Hidden Cornerstone of Digital Transformation Success – TDAN.com](#).