



Data Quality Asia Pacific Award Guideline 2012

www.dqasiapacific.com

1. What is the Data Quality Asia Pacific Award?

Being the first of its type in the Asia region, the Data Quality Asia Pacific Award (DQ APAC Award) aims to recognise outstanding achievements in the field of data quality, promote the principles that define the discipline and highlight emerging trends. The Award is also designed to increase the awareness and importance of the discipline as a key business consideration within the Asia-Pacific region.

Who is eligible to apply for the award?

- Professionals within organisations who have implemented a data quality program, initiative or project within their organisation.
- Any project team that has implemented a data quality program, initiative or project within their organisation. The project team must delegate the team leader or another team member to present the project or initiative in the final round.

Please note: The individual or project team must not be or represent vendors and/or solution providers. Vendors and solution providers are encouraged to approach clients with successful data quality projects or initiatives where their solutions or products have been used within an aspect of the project or initiative's success and not the entire project or initiative.

2. How is the award judged?

Candidates are nominated for the award on the basis of project innovation and a set of data quality principles developed by the International Association for Information and Data Quality ([IAIDQ](#)). The winning candidate will be decided through the following process:

APPLICATION ROUND

1. Ark Group Australia issues a proposed structure and guideline that candidates follow in order to apply for the award. All applications are submitted to Ark Group Australia.

SELECTION ROUND

Applications are passed to the IAIDQ judging panel for evaluation. Based on its review of the written submissions, the judging panel selects a winner and a runner-up for the award, using the judging criteria outlined in Section 4.

Both organisations are then invited to present their project in a case study format on day two of the Data Quality 2012 Asia Pacific Congress held on the 27th – 29th March 2012.

2. The two finalists deliver a 30 minute presentation followed by 10 minutes of questions from the audience.

3. The award is presented at the end of day two of the congress. The IAIDQ Judging Panel provides a brief assessment of the two submissions feedback and announces the winner (NOTE: the presentations are not part of the judging and selection process. They are just meant to recognize the two finalists and to share their data quality work with the conference participants).

3. The role of IAIDQ

Chartered in January 2004, the International Association for Information and Data Quality (IAIDQ) is a not-for-profit, vendor-neutral professional society of individuals passionate about improving information and data quality. By cultivating information excellence throughout the data and information lifecycle, IAIDQ will help transform organisations and society by advancing the quality of information and data around the world.

The IAIDQ judging panel for the DQ APAC award use their expertise in the field of information and data quality to assess the submissions against the judging criteria. The submission write-up should also address the overarching theme of the annual [DQ Asia Pacific](#) congress, by encompassing strategic innovation and the successful business application of data quality for the benefit of organisations and their stakeholders.

4. Focus, scope and judging criteria (IAIDQ)

4.1 Focus and Scope

The program, initiative or project submitted must focus on data quality management. In this context, data quality management is defined as the total effort to improve the quality of the data an organisation receives, creates, uses, and/or provides to others. It consists of data, people, and process and technology activities in the following domains:

- Information Quality Strategy and Governance
- Information Quality Environment and Culture
- Information Architecture Quality
- Information Quality Value and Business Impact
- Information Quality Measurement and Improvement
- Sustaining Information Quality

More details on the Information/Data Quality domains:

IQ Strategy and Governance: This domain includes the efforts to provide the structures and processes for making decisions about an organisation's data as well as ensuring that the appropriate people are engaged to manage information throughout its life cycle. Activities include working with key stakeholders to define and implement IQ principles, policies, and strategies; organising data governance by naming key roles and responsibilities; establishing decision rights and building essential relationships with senior leaders in order to improve IQ.

IQ Value and Business Impact: This domain consists of the techniques used to determine the effects of data quality on the business as well as the methods for prioritizing IQ projects. Activities include evaluating IQ and business issues; prioritizing IQ initiatives; obtaining decisions on IQ projects; and reporting results to demonstrate the value of IQ improvement to the organisation.

Information Architecture Quality: This domain includes the tasks that assure the quality of the data blueprint for an organisation. Activities include participating in the establishment of data definitions, standards, and business rules; testing the quality of the information architecture to identify concerns; leading improvement efforts to increase the stability, flexibility, and reuse of the information architecture; and coordinating the management of metadata and reference data.

IQ Measurement and Improvement: This domain covers the steps involved in conducting data quality improvement projects. Activities include gathering and analysing business requirements for data; assessing the quality of data; determining the root causes of data quality issues; developing and implementing IQ improvement plans; preventing and correcting data errors; and implementing IQ controls.

IQ Environment and Culture: This domain provides the background that enables an organisation's employees to continuously identify, design, develop, produce, deliver and support information quality to meet customer needs. Activities include designing IQ education and training programs; identifying career paths; establishing incentives and controls; promoting IQ as part of business operations; and fostering collaborations across the organisation for the purpose of engaging people at all levels in IQ strategies, principles, and practices.

Sustaining IQ: This domain focuses on implementing processes and management systems that ensure ongoing information quality. Examples include integrating data quality activities into other projects and processes (e.g., data conversion and migration projects, business intelligence projects, customer data integration projects, enterprise resource planning initiatives, or system development life cycle processes); and continuously monitoring and reporting data quality levels.

4.2 Judging Criteria

Applications will be scored using the following criteria:

- Relevance and data quality focus
- Completeness and conciseness of the answers in the seven (7) topic areas/questions listed in the Award Outline (see Section 6)
- Breadth and depth of the solutions discussed
- Data or other evidence provided to substantiate claims made in the proposal write-up
- Application of data quality best practices
 - Focus on customer needs and customer satisfaction (internal and/or external customers)
 - Management involvement and leadership
 - Definition and deployment of management accountabilities
 - Process management and improvement
 - Measurement
 - Focus on prevention not correction
 - Root-cause problem solving
 - Business engagement
- Structures for and likelihood of long-term sustainability, including:
 - Definition and deployment of management accountabilities
 - Training
 - Culture change
 - Integration into standard business processes and practices
 - Integration of people, processes and technology solutions

5. Candidate submission outline

The following information details the structure for application submission. Limit your submission write-up to a maximum of 1500 words (not including the cover page) and a maximum of ten graphics (charts, tables, photographs, etc). To ensure your application is received, please contact Ark Group Australia via phone or email to notify that you will be sending your application.

0. COVER PAGE
 - Company
 - Contact name, address, phone, email
1. EXECUTIVE SUMMARY
 - One or two short project summary paragraphs (only) – no more
 - Outline the motivation for change, and the enduring benefits to the organisation
2. OVERVIEW
 - Describe the project undertaken, giving challenges and solutions
 - Give a description of what was in place prior to the project and outline why there was a need to make a change
 - If relevant, describe the underlying technology infrastructure used. (Sales pitches for vendor products tend to be marked down by judges. In a strong case study, the excellence of the vendor's products and services will be self-evident)
3. INNOVATIONS
 - What new ideas and innovations were generated as a result of the project?
4. BUSINESS
 - Describe the impact of the project on the way the company engages its customers, partners and suppliers
 - The impact on the employees and what their jobs now entail compared to beforehand
 - Describe the impact of the project on the company's process, performance and/or results

5. HURDLES OVERCOME
 - Describe the challenges and the way in which the team addressed them, highlighting any people and process issues

6. BENEFITS
 - Explain the benefits of your initiative across each of the applicable sub-headings. Demonstrate the quantitative and qualitative improvements for:
 - Cost savings
 - Time reductions
 - Increased revenues
 - Productivity improvements
 - Vision
 - Strategy
 - Metrics
 - Governance
 - Organisation
 - Processes
 - Technology infrastructure
 - Competitive advantage (if relevant)

If some of these sub-headings are not applicable to your project please explain why they are not

7. BEST PRACTICES LEARNED
 - Things to avoid
 - Things to do

6. Submission Deadlines

Wednesday, 7 September 2011

1. DQ APAC Award nominations open for submission

Friday 2nd March 2012

2. DQ APAC Award nominations close for submission

Tuesday 27th March 2012

3. DQ APAC Award Finalists deliver presentations at the Data Quality 2012 Asia Pacific Congress

Wednesday 28th March 2012

4. Winner of the DQ APAC Award is announced at the Data Quality 2012 Asia Pacific Congress

7. Terms, conditions and rules of entry

Award entrants are required to sign and agree to all terms, conditions and rules of entry in order to be considered for the DQ APAC Award. The following information details the terms and conditions of entry for applications and award nominees:

1. No application or admission fee is required
2. The DQ APAC Award is open to candidates, projects and initiatives in the following Asian and Oceanic countries only:

Australia, New Zealand, Singapore, Hong Kong, Malaysia, Indonesia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China Mainland, China, Province of Taiwan, Hong Kong SAR, India, Indonesia, Japan, South Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam, American Samoa, Christmas Island, Coco (Keeling) Islands, Cook Islands, Fiji Islands, French Polynesia, Guam, Kiribati, Micronesia, Fed. States of, Northern Mariana Island, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Pacific Islands Trust, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands.
3. All companies that are not Data and Information Quality vendors or service providers are eligible and encouraged to apply, including: large, medium, public or private enterprises. Vendors however are still encouraged to assist their clients in submitting an application.
4. Applications can be submitted between Wednesday, 7 September 2011 and Friday 2nd March 2012.
5. Applicants who are interested in submitting their proposal for award consideration must be prepared to attend the [Data Quality 2012 Asia Pacific Congress](#) on the 28th March 2012 to deliver a case study presentation. The cost of flights and accommodation will not be covered by Ark Group Australia or IAIDQ, and must be arranged by applicants who are chosen as one of the two award finalists.
6. A finalist who cannot present his or her case study at [Data Quality 2012 Asia Pacific Congress](#) or breaches the terms and conditions of entry will be disqualified for the award. The IAIDQ judging panel will then select the second runner up for the presentation at the conference.
7. The finalists of the DQ APAC Award must submit an abstract or description of their project or initiative in no less than 300 words to Ark Group Australia for promotion in the lead up to the congress.
8. Both award finalists must prepare a 30 minute case study based on their initial proposal, and must submit all presentation material (including PowerPoint presentation and any hard copy hand outs) to Ark Group Australia two weeks prior to the [Data Quality 2012 Asia Pacific Congress](#) held 27th – 29th March 2012.
9. To be eligible to participate in the DQ APAC award at any or all round levels, individuals or project teams submitting a proposal for award consideration must sign and agree to all terms and conditions outlined in Ark Group's "Bilateral Confidentiality Agreement" attached to DQ APAC Award application forms.
10. All IAIDQ members involved as judging panellists for the DQ APAC Award will sign confidentiality agreements with Ark Group Australia to ensure the privacy rights of all candidates submitting award proposals. Any comments and/or references made to or by IAIDQ members who have not signed the confidentiality agreement assigned by Ark Group Australia, will not be recognised in any round or published material produced by Ark Group Australia.
11. In the event where a judging panellist does not fulfil or is in breach of the award deadlines and/or terms, conditions and rules of entry, the IAIDQ judging panellist will forfeit their role and responsibilities involved with the DQ APAC Award.
12. In accordance with the "Bilateral Confidentiality Agreement", Ark Group Australia will only release finalist presentation material for publication available only via Ark Group Australia and IAIDQ media

properties pertaining to the [Data Quality 2012 Asia Pacific Congress](#). This includes publication on delegate CD packs as well as Ark Group Australia and IAIDQ soft and hard copy communications. Publication or usage of additional content produced or supplied by the nominee will require the individual or project team's consent to Ark Group Australia or IAIDQ and the individual or project team must be informed of the nature of usage upon IAIDQ or Ark Group Australia's request for consent.

13. The outcome of any information divulged or released to media partners in interviews, editorials or reports is outside the responsibility of IAIDQ and Ark Group Australia. To protect the interests of all parties (the award finalist, IAIDQ and Ark Group Australia), award finalists should consult Ark Group Australia before making public statements or contributions to [Data Quality 2012 Asia Pacific Congress](#) media partners or outside sources before proceeding.
14. Any comment related to vendor products and/or solutions published or syndicated to media outlets (including print, radio or television) in relation to the project or initiative nominated for the award without Ark Group's consent or approval will be subject to disqualification.
15. Any scores, feedback or statements made in relation to the individual or project team award submissions by the IAIDQ judging panel or Ark Group Australia will be made strictly confidential in both rounds. Individuals and project teams who have submitted initiatives and/or projects for submission are eligible to request score feedback or comments only at the end of each round.
16. Where a conflict of interest arises between a panel member and a nominee's award submission the panel member should disqualify themselves. A panel member can suffer a conflict of interest where a submission is from the same company, a present or past client, a close friend or where the award of a contract is pending. In a large organisation, a submission from a division or department not related to the panel member would not constitute a conflict of interest. "Not related" means the panel member will not receive any benefit, tangible or intangible, should the submission be successful.

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