

Information Quality (IQ) Matters:

Enhancing IQ can help to Improve the Management of Performance, Risk, & Compliance

A recent information quality study conducted by CFO Research Services and Deloitte Consulting LLP (Deloitte Consulting) revealed surprising findings. Based on our research, it appears that the overall state of information quality (IQ) is ineffective in many companies. Even after years of technological advancements—and subsequent technology investments—many companies still cannot produce the information they need to gauge performance and to make effective business decisions. Sixty-one percent of the IQ Matters survey respondents believe that they could be more effective at determining if the financial information they generate accurately reflects the performance of their companies. Twenty-seven percent of survey respondents say that their planning and budgeting information is either unrealistic or loses its relevance quickly.

While the IQ issue did not arise overnight, it appears to be rapidly ascending to the top of the priority list in many companies. As a result of Sarbanes-Oxley guidelines and shareholders' demands for better performance, many companies are responding with more effective risk management. Consequently, many executives are beginning to see IQ improvements as necessary and worthy of immediate investment. Sixty-seven percent of the IQ Matters respondents report that they either are currently investing in or plan to invest in initiatives aimed at improving IQ. These initiatives include data warehousing, application integration, infrastructure, data clean up, and reducing the number of ERP systems.

This situation represents a substantial opportunity for product and service providers who can help a company in their efforts to address their most pressing IQ challenges. That's why Deloitte Consulting and Oracle have combined their unique offerings in this space to launch a joint IQ Program.

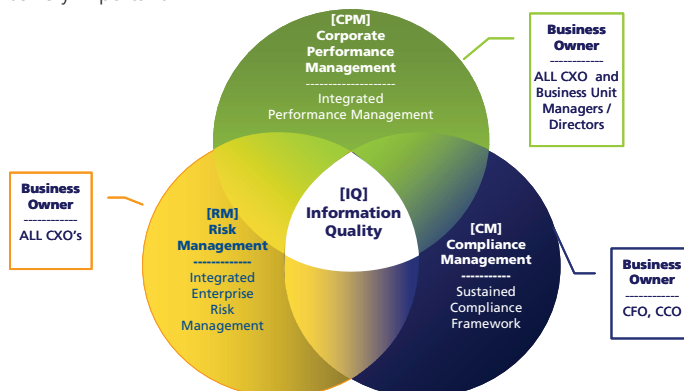
Why IQ Matters To You

The Deloitte Consulting/Oracle IQ program can offer Oracle sales reps and Deloitte Consulting BDMs a number of advantages. Because IQ tends to be an enterprise-wide issue that is generally the collective responsibility of senior executives, the program can provide an opportunity for new points of entry into an organization. Together, Oracle and Deloitte Consulting will be able to pursue C-level executives who share responsibility for IQ, including CFOs, CROs, CCOs, COOs, CIOs and business unit leaders.

Also, as information quality becomes more relevant to today's leadership, so does the requirement to effectively manage it. We believe the Deloitte Consulting/Oracle IQ program is very comprehensive, and can give both organizations a significant competitive advantage.

IQ Defined

Information quality is a broad topic that can touch many aspects of a corporation. However, most companies focus on three components of enterprise information: corporate performance management, risk management, and compliance management. Moreover, information quality tends to be the common element that is necessary for each of these components to function more effectively. As such, most companies are now viewing IQ as very important.



We have found that there are four critical principles for defining IQ deficiencies and improving information quality:

- Transparency – requires simplified and standardized information, including a line-of-sight path to the business drivers that produce it
- Accuracy – demands a true picture of performance and an alignment of financial and non-financial information
- Timeliness – emphasizes information that is relevant and useful today
- Reliability – stresses information that is forward looking, providing a basis for planning, forecasting, and rapid reaction to changing market conditions

The Joint IQ Matters Program: Why us and why now?

More than 80 percent of the IQ Matters respondents cited non-integrated systems and the variability of business processes as a problem that impedes IQ. The Deloitte Consulting/Oracle IQ program is a joint marketing and delivery combination of "Category One" personnel designed to help companies in their efforts to reduce this complexity through the simplification and standardization of their systems and processes. This relationship works

well because Deloitte Consulting has the range of related services—spanning strategy, process and technology as well as the ability to bring audit, accounting, risk and tax capabilities—which can be beneficial in helping companies in their efforts to address IQ issues throughout their organization. Oracle has the application and technology portfolio to help companies in their efforts to improve IQ throughout every part of the stack: applications, middleware and infrastructure.

Through the Deloitte Consulting/Oracle IQ program, Deloitte Consulting will combine its frameworks and services in the areas of performance management, risk management and compliance with Oracle’s compliance architecture to help companies in their efforts to improve the transparency, accuracy, timeliness and reliability of their information. Delivery of Deloitte Consulting’s frameworks and services can drive customers to Oracle’s applications and technology solutions, and those considering Oracle’s solutions may benefit from Deloitte Consulting’s broad IQ improvement capabilities.

Together, Deloitte Consulting and Oracle are specifically marketing the following products and services to help companies in their efforts to improve IQ:

 <ul style="list-style-type: none"> • Deloitte Consulting Services, Approaches, Methodologies: <ul style="list-style-type: none"> –Enterprise Value Map –Integrated Performance Management –Integrated Enterprise Risk Management –Security and ID Management –Sustained Compliance Framework <ul style="list-style-type: none"> • Security • Internal Control Management • Control Monitoring • Financial Reporting • Systems Management • Information Lifecycle Management • E-Learning 	 <ul style="list-style-type: none"> • Oracle Applications and Technology Solutions: <ul style="list-style-type: none"> –Corporate Performance Management –Financial Management –Oracle Compliance Architecture <ul style="list-style-type: none"> • Performance Management & Reporting • Risk Management • Learning Management • Business Process Controls • Enterprise Content Management • Security and Identity Management • Data Management –Database and Middleware
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How to Get Started

To tap into this opportunity, you can get started by asking your prospects six questions to help frame their information quality needs. Based on their responses to these questions, you can begin to identify areas of deficiency and to suggest services/products to help address them.

Challenge	What information is really needed to make decisions?	What is the source of the IQ issue?	Who is affected by the IQ issue?	How do you know whether the organization is aligned and enabled with the right information?	What are the implications of compromised information?	What kind of improvements are needed to fix the IQ issue?
Answers and Issues	<ul style="list-style-type: none"> • Essential information needed to manage the business • Critical information needed to guide the business 	<ul style="list-style-type: none"> • Inaccuracies • Lateness • Differing data definitions across business units, processes, and functions 	<ul style="list-style-type: none"> • The Board • Senior Management • Customers • Regulators • Sales • Marketing • Operations • Finance 	<ul style="list-style-type: none"> • Improved decision-making through better visibility into Performance, Risk, and Compliance • Clear linkage between business and individual performance 	<ul style="list-style-type: none"> • Federal Compliance • Regulatory Issues • Lost sales • Loss of customers • Inability to support effective management decision-making 	<ul style="list-style-type: none"> • Streamlined data architecture • Integrated applications • Technology infrastructure • Improved security and data management

To Find Out More

Our joint IQ program is significant because it gives both the Oracle and Deloitte Consulting sales organizations a chance to capture a comprehensive share of the market. To find out more about why IQ matters and how you can benefit from this high quality marketing opportunity, please contact:

Jeff Plewa
Principal, Deloitte Consulting LLP
Tel: 312-486-2994
Email: jplewa@deloitte.com