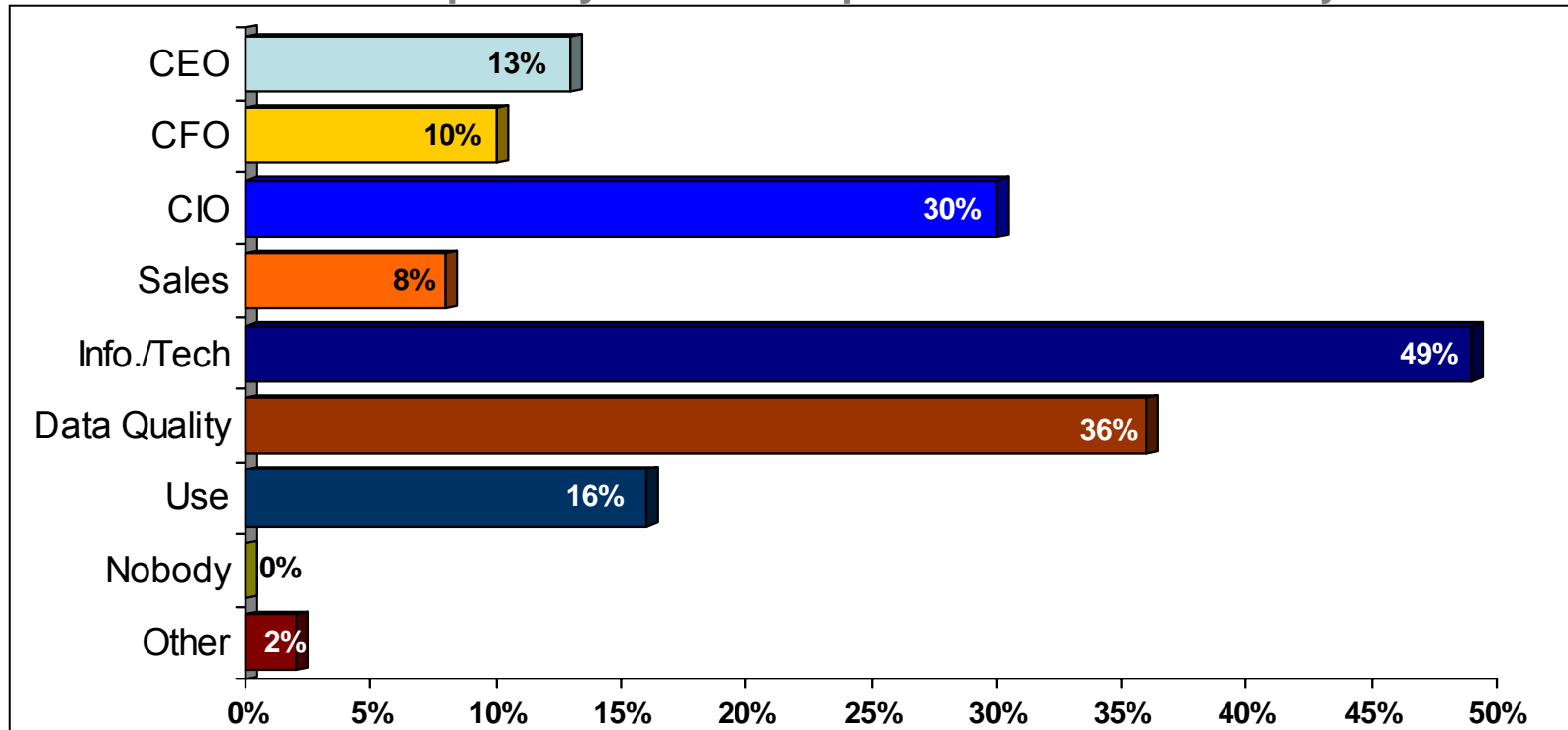


Five Common Truths about Data Quality

- Data quality issues are business issues – not IT
- Data quality improvement is an ongoing program
- Data quality, like beauty, is in the eye of the beholder (user)
- It's easier to complain about data quality than to fix it
- All companies, across all industries, have data quality issues

Data quality issues are business issues – not IT

Recent Gartner Group Study: Who is responsible for Data Quality



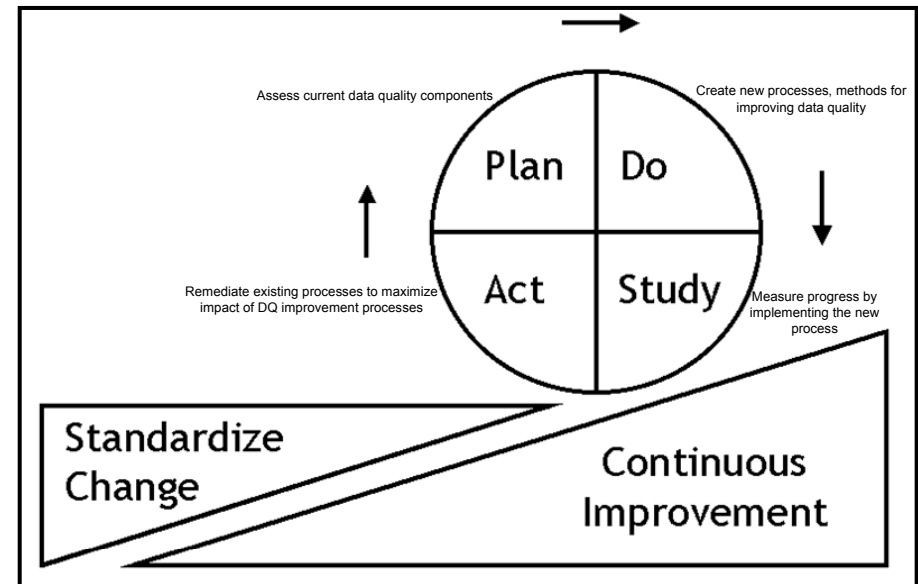
Over 75% of Fortune 500 companies reported significant problems as a result of Defective Data...citing reconciliation as their most common, costly important problem

- PWC Global Data Management System

Data quality improvement is an ongoing program

Data Decays

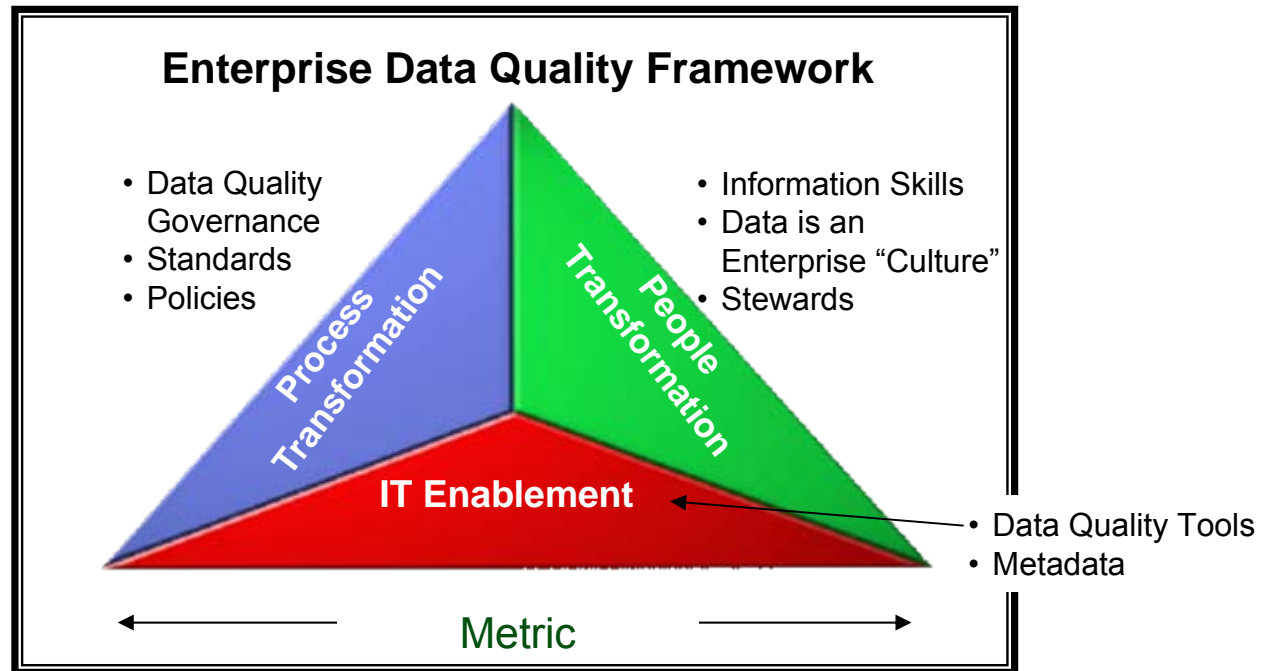
- Every 60 Minutes
 - 246 Business telephone numbers will change
 - 58 Business addresses will change
 - 11 companies will change their name
 - 7 business will file for bankruptcy
- Adopt a continuous improvement cycle
- Ongoing collaboration between external partners, business and I/T
- ROI different programs for effectiveness



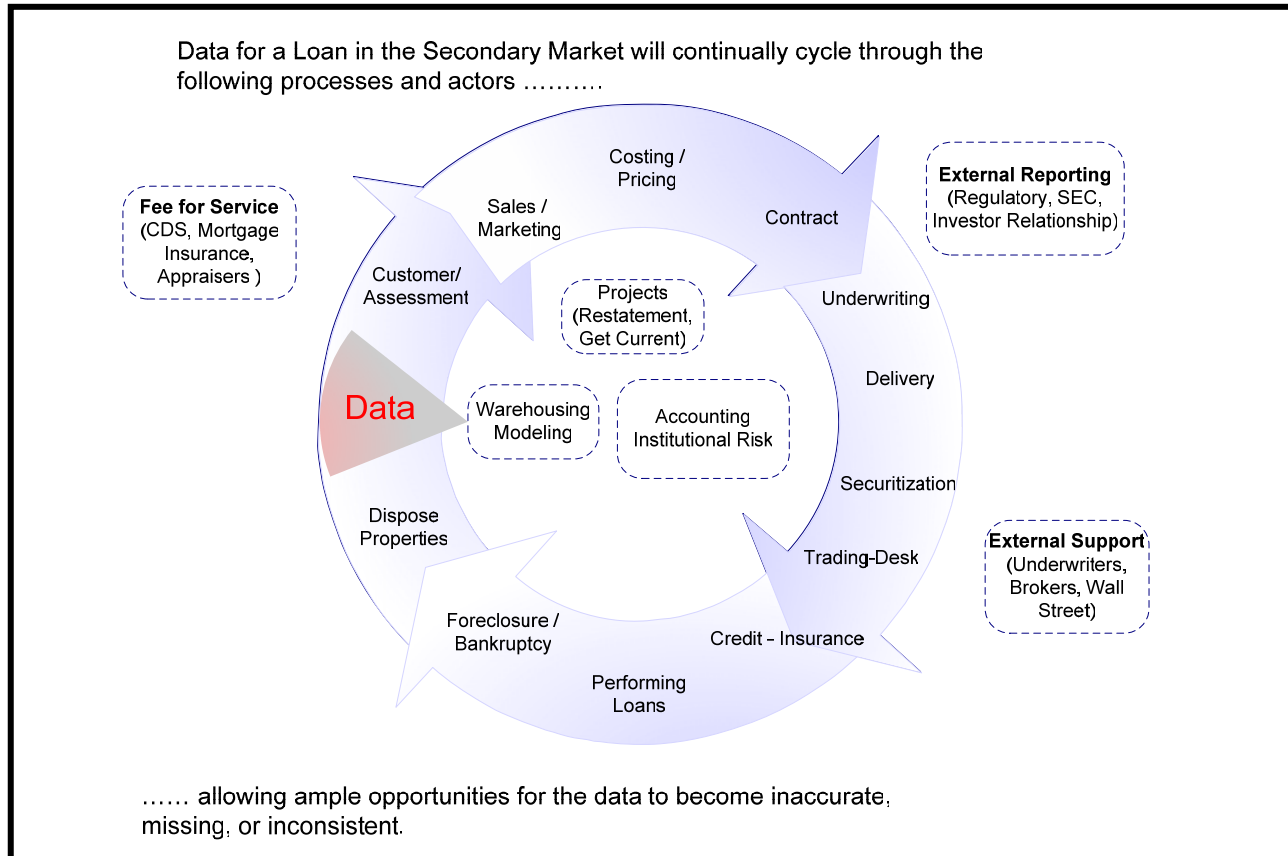
It's easier to complain about data quality than to fix it -

Without metrics, data quality is an urban myth

- Solving data quality requires solving data management
- Stewardship is key to success



Data quality in secondary mortgage business as a GSE



Due to the combination of the regulatory reporting requirements as a GSE and the number of interfaces involved in the secondary mortgage market business, data quality needs to be enforced end-to-end in order to avoid potential discrepancies.