



Supply Chain Operations & Technologies
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The August 13, 2012 edition of *Information Week* magazine had an interesting article on data visualization. Enterprises can struggle with business intelligence and data analytics due to the sheer volume of data, growing beyond gigabytes to terabytes and petabytes, across various platforms such as enterprise resource planning, sales force management, contact management, point of sale, and marketing & social media.

The article noted that barriers to adopting business intelligence and data analytics solutions include:

- Standardization: Getting all the different user groups to agree on a single product and its features and functions.
- Scalability across the enterprise.
- Integration to all the various platforms and applications.
- Lack of enterprise staff technical savvy in utilizing a data analytics product.

The leading barrier to business intelligence product adoption: poor data quality.

From an enterprise standpoint I certainly understand the problem this causes: business opportunities may be overlooked and lost due to a failure to have a comprehensive perspective on information. Sometimes you don't always know what you are looking for when you set out on a quest: data analytics reveals patterns, possibilities, and problems heretofore hidden. In an age of fast and fierce competition data analytics is an absolute necessity.

The problem of poor data quality is a compound one when I consider supply chain fraud detection and reduction: a lack of data quality can hamper the analysis of information to investigate situations for potential fraudulent behavior. In my supply chain fraud business model I highlight technologies that – especially when used together – provide a good foundation for detection and reduction. But the more complex the enterprise's business the more software platforms there are likely to be: platform connectivity and data integrity/uniformity across platforms are important factors to address.

An enterprise's data is at the very core of its ability to be successful, dynamic, intelligent, competitive, and other adjectives. If you know of a company – maybe your own – that is suffering from dirty data, let me know: I keep my cleaning supplies close at hand.

Thank you.

Norman Katz, CFE, CFS
 Katzscan Inc.

Look for the book --> <http://www.gowerpublishing.com/isbn/9781409407324>



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