

About Metaview³⁶⁰

Metaview³⁶⁰ consults in the areas of data integration, data governance, data warehousing, meta data management, and information systems architecture. Metaview³⁶⁰ delivers solutions that positively affect your bottom line.

Ensuring Data Quality

Data and information are the life force of business today. Like other valuable assets, they must be acquired, organized, maintained, and managed for optimum business performance. Metaview³⁶⁰ has helped many companies like yours to develop and implement their data management strategies.

Data quality, clarity, and organization dictate the way that your business is able to communicate within your organization, as well as with suppliers, customers, partners, and regulatory agencies. In today's world, information management is critical to the effective management of your business.

Meta data comprises the dynamic 'blueprint' of your information assets. It helps answer key questions. How much data do you really have? Where is it? Who owns it? Who defines it? What is the impact of a data change to you or your partners? How do you ensure that you are always compliant with the latest regulations?

Metaview³⁶⁰ helps *you* to get control of your data assets, which in turn will drive increased business information benefits and raise shareholder value.

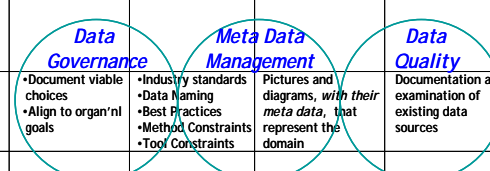
Metaview³⁶⁰ Approach

Metaview³⁶⁰ uses a proven architected approach to understand and document the state of your data at the Enterprise, Data Warehouse, or other Information Project level. The data architecture is comprised of data Principles, Standards, Models and Inventory. Integrated within your overall

information systems context, it becomes the basis for implementing your data strategy.

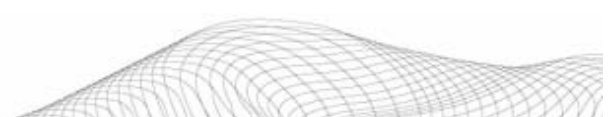
Three Pillars of Data Management

Data Governance, Meta Data Management, and a focus on continuous Data Quality improvement are key foundation elements of your Enterprise data strategy. They represent the three points of stability for the data management discipline – like the three legs of a stool that allow it to stand and make it strong. They overlay the Data Architecture as follows:

	Principles	Standards	Models	Inventory
Processes				
Data	<ul style="list-style-type: none"> • Document viable choices • Align to organ'n'l goals 	<ul style="list-style-type: none"> • Industry standards • Data Naming • Best Practices • Method Constraints • Tool Constraints 	Pictures and diagrams, <i>with their meta data</i> , that represent the domain	Documentation and examination of existing data sources
Infrastructure				
Organization				

Data Governance ~ Spurred by laws and competitive pressures, the top levels of businesses are stepping up to the requirement for this critical management function. Metaview³⁶⁰ mentors organizations while developing data policies and standards that address organizational accountability, data definition, security, availability, and retention. Experienced consultants guide management to define its data governance agenda and to construct the appropriate organizational roles, charter and procedures to launch a successful data governance initiative.

Meta Data Management ~ Meta data is the structured description of your data and information assets, from both the business and the technical



perspectives. An effective meta-data management environment captures meta-data from all points in your Data Warehouse development process, organizes it for analysis, and makes it available to all the processes and people that need it.

Specialized databases, meta data repositories, provide you with the services to support your effort. The meta-data solution you select should allow you to collect, analyze, organize, and share meta-data in your environment. Metaview³⁶⁰ has specialized expertise in meta data repository technology to help you to evaluate and select a solution to meet your needs.

Metaview³⁶⁰ provides a unique advantage to users of the Ascential (now IBM) DataStage[®] and MetaStage[®] products. In-depth association with the products has allowed Metaview³⁶⁰ to develop a standardized, repeatable process for quickly providing business value with MetaStage[®] and its associated MetaBroker[®] technology.

Data Quality ~ Corporations are more likely than ever to recognize the costs associated with poor data quality. The business-to-business relationships between vendors and customers require timely, accurate information for product and payment to flow smoothly. Regulatory agencies have brought data quality to the "front page" by imposing fines and other legal charges against company officers for inaccurate corporate reporting.

Assessing, improving and monitoring Data Quality are no longer ad-hoc activities. Metaview³⁶⁰ uses structured, proven methods and quality analysis tools to guide an organization from initial evaluation through long-term management of data quality. Metaview360 has expertise in many of the excellent data profiling, cleansing, auditing and householding tools that are on the market today.

Metaview³⁶⁰ Services & Education

Metaview³⁶⁰ offers a wide range of specialized data-related services, which include:

- Data Quality Assessment
- Information Systems Architecture
- Data Warehousing and Meta Data Management
- MetaStage[®] Implementation

Metaview360 offers training courses at a facility of your choice. They include:

- Data Management Concepts
- Data Description and Naming Workshop
- Data and Process Modeling Workshop
- Implementing MetaStage[®]
- Best Practices in Meta Data Management for the DataStage[®] ETL Developer

Metaview360 will also customize or develop specific training for your company.

Metaview³⁶⁰ Team



Barbara Nichols, Founder

Barbara founded Metaview³⁶⁰ after a successful, 25-year career developing innovative data and meta data solutions. She has assisted dozens of international businesses to implement 'best practice' data management through her consulting and

training. Barbara has frequently presented seminars and written on the topics of meta data management and data warehousing. Her next public presentation will be at the Wilshire/DAMA Conference in May 2005, in Orlando, Florida.

Metaview360 extends its organization virtually with its network of consultants and partners to deliver leading edge services from data experts.

Contact Metaview³⁶⁰

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