

Customer Data Quality for Scholarly Publishers – why you should care and what you can do.

Free webinar - Thursday 13th February 2014 15.00 - 16.00 GMT

DataSalon are hosting a free webinar on the topic of data quality in scholarly publishing on Thursday 13th February 2014 at 15.00 - 1600 (3-4pm) GMT.

To register simply email webinar@datasalon.com and we will add you to the list to receive details of how to log-in to the webinar.

Overview

Why should data quality matter to publishers? What can you do to improve it? What benefits and return will you see if you do?

The transition to digital has created vast amounts of data for publishers; about authors, articles, customers, readers, usage and citations. However few publishers focus on the careful governance of this data, leading to gaps, inconsistencies and inaccuracies. While data has the potential to be every publisher's greatest asset – providing instant, accurate insights into the key trends in every part of the business – if not managed with care it can also become a new source of problems in its own right.

This webinar will outline why data quality is relevant, what it means in practice, and will provide practical tips on improving data quality within your organisation.

Webinar content

- Why care about data quality?
- The return on investing in data quality.
- The seven deadly sins of data quality.
- Taking action.

Who should attend?

Publishing staff that interact with, or have responsibility for, data within their organisation including editorial, marketing, sales or technical roles. Senior level staff looking to advocate for improved data quality within their organisation will benefit as will staff looking for tips on data best practice.