



Strategic Data Planning: Lessons from the Field (Classic Reprint)

By Dale L Goodhue

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Strategic Data Planning: Lessons From the Field Many large organizations today are finding that even if they can access data from multiple functions, the lack of logical data integration (common data definitions and codes) across information systems makes it difficult or impossible to answer cross-functional or cross-divisional questions. This reduces their ability to take advantage of potential opportunities or respond to business problems. Strategic Data Planning is one methodology which can address such problems, within the general umbrella of information engineering. Resting on the assumption that a relatively stable group of data entities lies at the center of an organization s information processing needs, SDP is a formalized, top-down, data-centered planning approach that builds a model of the enterprise, its functions, and its underlying data as a basis for identifying and implementing an integrated set of information systems. In spite of strong conceptual arguments for the value of the SDP approach and its use in many organizations, empirical researchers have failed to find clear-cut evidence of its general success. This raises the question of whether...



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