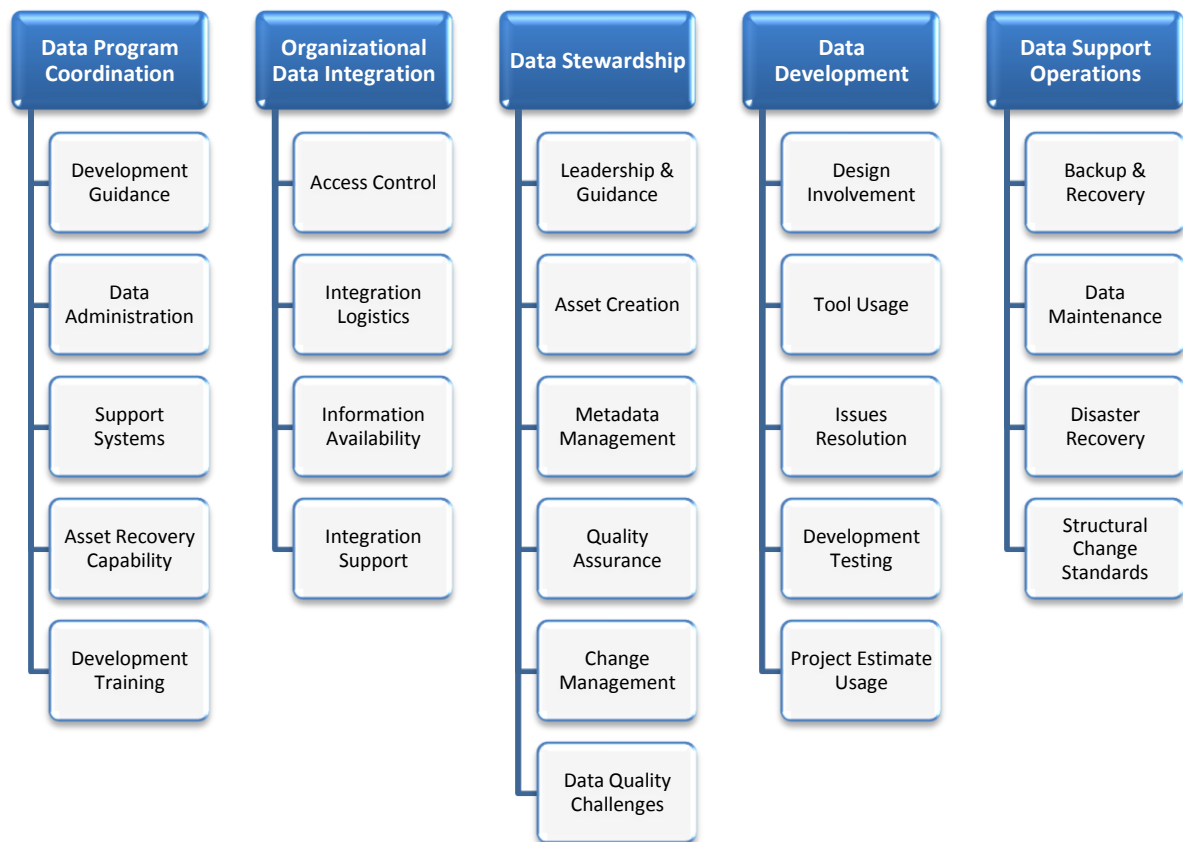


DMPA® (Data Management Practices Assessment)

Poor Data Management costs organizations tens of millions of dollars each year while putting companies at risk, reducing executives' ability to make strategic data-driven decisions and causing duplication of efforts. Research shows that 90% of private sector, as well as many government and non-profit organizations, have no reliable, systematic method for assessing their data management practice effectiveness, and that over 40% of executives do not have confidence in their own data.

Data Blueprint has pioneered a scientifically-based, in-depth analysis that measures the maturity of your firm's data management practices. The DMPA® (Data Management Practices Assessment) brings insight into the strengths and weaknesses of your organization's data strategies, policies, procedures, organizational roles, IT development, and on-going maintenance. It has been completed on over 450 private and public organizations against which your organization will be benchmarked. This assessment delivers the inputs necessary to make ROI-based decisions in order to make the right investments in your data assets. The five areas of data management that will be assessed are:



Having repeatable, defined, managed and optimized data management practices reduces the risk of:

- ❑ Wasted money on identifying, fixing and reconciling data
- ❑ Unsuccessfully managing an organization across functional lines due to siloed efforts
- ❑ Lack of confidence in data quality
- ❑ Lack of oversight into IT activity and accountability
- ❑ Resources dedicated ineffectual programs
- ❑ Inconsistent development practices which hinder ability to integrate multiple sources
- ❑ Increased costs and inconsistencies of maintaining multiple systems, and repeated efforts
- ❑ Missing key goals, deadlines and compliance benchmarks
- ❑ Lengthening "time to market" of new products, and limiting cross-selling capabilities

ABOUT DATA BLUEPRINT

Data Blueprint is a Richmond-based IT consulting firm that was founded in 1999. We are dedicated to helping organizations gain more value from their data assets. Our industry leading data management methodologies improve our clients' data quality, reduce implementation cost and decrease time-to-market for strategic IT projects. Poor data management creates high levels of risk and can lead to poor decision making. Data Blueprint has developed internationally recognized approaches to data architecture and engineering that have resulted in centuries of time and tens of millions of dollars in savings to our customers. Our scientifically based analysis measures the maturity of your firm's data management practices and brings insight into the strengths and weaknesses of your organization's data strategies, policies, procedures, organizational roles, IT development, and on-going maintenance.

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