



**FIRST SAN FRANCISCO  
PARTNERS**



DATA QUALITY AND OBSERVABILITY FRAMEWORK

# Ensure Your Data is Fit for Purpose and Serves Your Needs

**Data quality is difficult to measure because it depends on multiple people's roles and their specific expectations and standards for quality data. However, we can simply describe it as data being "fit for purpose."**

As organizations increase the use of advanced analytics and artificial intelligence (AI), data inputs must be accurate. But there is more to data quality than accuracy. It must serve the purpose needed to deliver the insights you seek.

The idea of "fit for purpose" goes beyond any one simple or mechanical monitor. "Good data" does not just mean "populated data" — it must be on time, appropriately formatted, and accurately reflect the varied business contexts in which it will be used. Using a very mechanical, low-touch approach to data quality is helpful, but is unlikely to identify the more nuanced aspects of data quality.

As organizations expand their use of AI, a strong data quality strategy and related capability is essential for success.

## **DEFINED, QUALITY DATA DELIVERS VALUE**

Quality data is built upon data governance — the structure and processes enabling the data quality capability. First San Francisco Partners' (FSFP) Data Quality and Observability Framework allows your organization to leverage existing data governance capabilities to jumpstart data quality success. And if you are new to governance, our team can help you charter a data quality path that is right-sized for your organization, meeting you wherever you may be in your process.

FSFP knows the critical importance of defined, quality data. Data issues in business lines, such as finance and human resources, can suddenly prevent organizations from executing other critical business functions or maximizing the value of AI.

A data quality program is a mechanism to ensure that data aligns with business strategies. A data quality program built upon a data governance foundation makes space for the various contexts and expectations of what "fit for purpose" means.

As you embark on your data quality and AI initiatives, consider us your partner in rapid value realization and sustainable practices. Our pragmatic approach ensures that your data initiatives are successful in the short term and built on a foundation of trusted data that supports long-term growth and innovation.

## **GROUNDING IN DATA GOVERNANCE AND MANAGEMENT**

Recognizing the importance of good data governance and management leads to a successful data quality practice.

FSFP's approach aligns existing data governance capabilities and new data quality practices with a cohesive, overarching, enterprise data management strategy that includes all aspects of quality management to deliver data that fulfills your organization-wide needs.

Our Data Quality Framework is built upon the foundation of the FSFP Modern Data Governance Framework. Our quality framework, designed to deliver reliable data, encompasses data integrity and quality management.

Information is your business. *Making it actionable is ours.*

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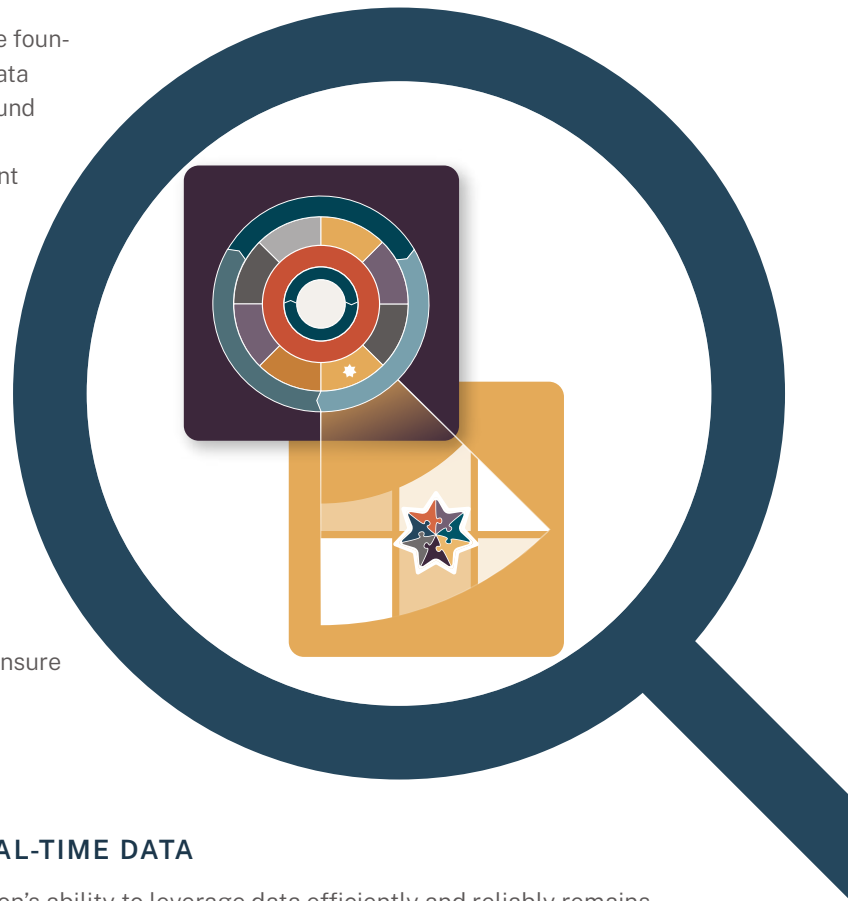
**DATA GOVERNANCE /** Data governance is the foundation of data quality as a capability. Enterprise data governance provides organizational guidance around strategy, data directives, accountabilities, data management and architecture vision, measurement and organizational change management.



**DATA QUALITY CAPABILITY /** The data quality capability is an extension of enterprise data governance with a specific scope and goals for providing quality data to the organization.



**DATA QUALITY MANAGEMENT /** Data quality management involves the practical and tactical aspects of deploying a data quality capability, establishing the activities needed to ensure data is fit for purpose.



### QUALITY IS KEY TO RELEVANT, RELIABLE, REAL-TIME DATA

In a constantly evolving business landscape, your organization's ability to leverage data efficiently and reliably remains crucial. FSFP's Data Quality and Observability Framework empowers you to deliver meaningful, trusted data. Whether you're just beginning your data quality journey or have an established capability, our expert consultants explore, evaluate and resolve your need for high-quality data and the friction points that impact quality. If needed, we can guide your quality tool selection or actively collaborate with your team to enhance data quality capabilities.

By seamlessly integrating our quality framework into advanced analytics and AI-driven initiatives, we enable your organization to drive business transformation and gain competitive advantages. Let FSFP assess your needs, setting you on a transformative path toward data excellence and strategic growth.

### ABOUT US

FSFP supports some of the most notable data-driven, enterprise-level organizations in navigating change to make information actionable. Founded as a woman-owned business in 2007, we focus on implementing sustainable solutions to transform data capabilities and drive measurable business value.

With years of data-centered experience across a variety of industries, each of our consultants knows how to shape and activate business-driven solutions across the entire data lifecycle — from point of creation or acquisition to operational and advanced analytical usage to retention or destruction. By addressing people, processes, architecture, and technology, we strengthen organizations' data management and governance, enhance AI for insights and productivity, and optimize performance to lead their industries.