

# The IQI<sup>®</sup> Data Manifest

for Digital Champions



**#1 Data is a valuable Product!**  
... and not a technical object. Treat it like that!

**#2 Every Data Field serves a specific Purpose!**  
Do not hijack it for other purposes!

**#3 Focus on business-critical Data!**  
... to achieve strategic and operational objectives. Do you know your essential Data?

**#4 Master Data requires system-agnostic unique IDs!**  
It will dramatically accelerate data integration and improve consistency.

**#5 Business-critical Data requires Ownership!**  
Get rid of collective irresponsibility!

**#6 Describe your Data for others!**  
That's the only way to enable scalable reuse of data.

**#7 Leverage Data to optimize Business Processes!**  
Data will help you to automate processes.

**#8 Protect Data as required!**  
Use secure techniques for encryption, anonymization and pseudonymization of sensitive data!

**#9 Manage Data Production and Maintenance!**  
Here lies the greatest leverage for the generation of clean and relevant data.

**#10 Manage the Quality of business-critical Data!**  
Don't let data consumers run into a trap!

