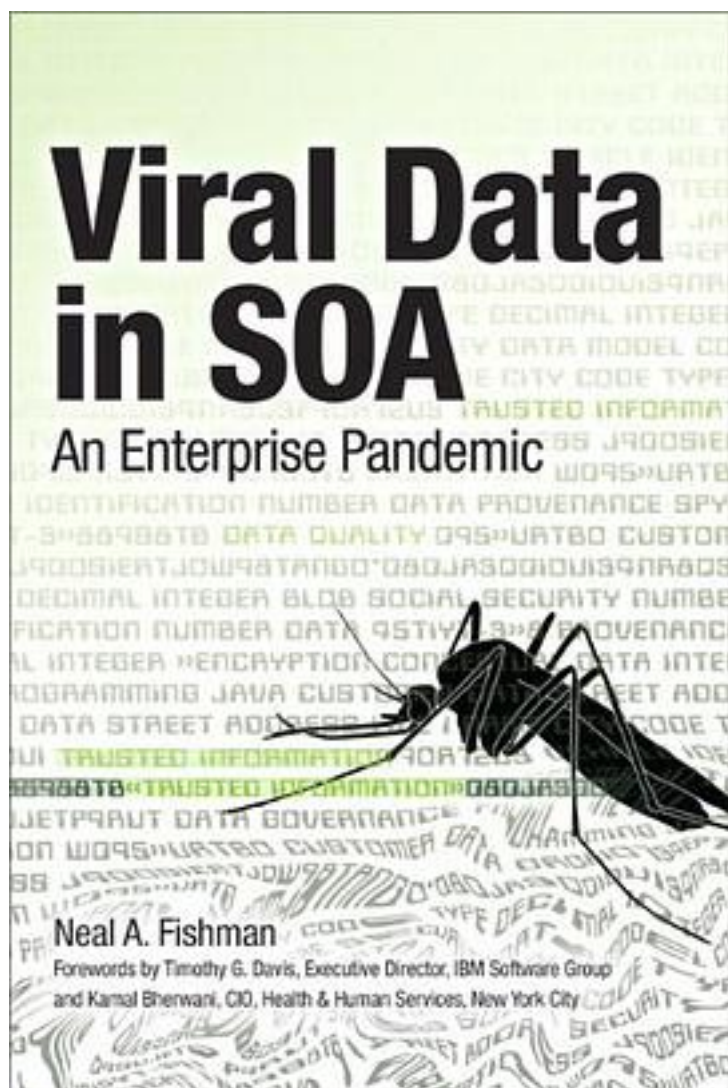# Viral Data in SOA

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Viral Data in SOA An Enterprise Pandemic "This book is a must read for any organization using data-integration or data-interchange technologies, or simply any organization that must trust data. Neal takes the reader through an entertaining and vital journey of SOA information management issues, risks, discovery, and solutions. He provides a fresh perspective that no corporation should overlook; in fact, corporations might head blindly into SOA implementations without this awareness." -Kevin Downey, Senior Partner, Xteoma Inc., Canada "Neal Fishman's book on the viral affects of data is a much-needed warning signal for a time when critical consideration of risk and impact take a backseat in the thrive to integrate and apply new technologies. This book alerts its readers of potential risks and indicates how these can be minimized in real-world implementations. A must read for all decision makers for today's increasingly complex information architectures." -Thomas Buehlmann, Ph.D., Senior Manager, Accenture, United States Ensure the Reliability of the Data Your SOA Environment Depends Upon Service-oriented environments can share data more widely and rapidly than ever before. Incorrect data can easily trigger inappropriate actions, prevent urgent actions from being taken, disrupt customer transactions and relationships, generate compliance problems, and damage business performance. Companies need a comprehensive blueprint for ensuring data reliability in their SOA environments. Viral Data in SOA provides that blueprint. Leading IBM information forensics expert Neal Fishman helps you identify the unique challenges of data quality in your SOA environment-and implement solutions that deliver the best results for the long term at the lowest cost. Writing for both business and technical professionals, Fishman shows how to think about data quality on a risk/reward basis...establishing an effective data governance initiative...how to evaluate data quality, and overcome its inevitable decay...and, last but not least, how to actually derive a data quality initiative that works. Coverage Includes * Why poor-quality data in SOA can be dangerous to an organization * Practical solutions for assessing, improving, and sustaining trusted information * Why data governance is so critical-and realistic models for implementing it * Benefits of data provenance * Why business data is a form of metadata * Programming and database design techniques to improve data quality

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