The Director of [DataONE](https://www.dataone.org/), Bill Michener, uses the "80-20 rule" based on survey results and data management interviews with scientists:

"Eighty percent of a scientist's effort is spent discovering, acquiring, documenting, transforming, and integrating data, whereas only 20 percent of the effort is devoted to more intellectually stimulating pursuits such as analysis, visualization, and making new discoveries."

What if you could spend your discovering, acquiring, documenting, transforming, and integrating time more efficiently?

Larry P. English is the president and principal of Information Impact International, Inc. He is an internationally recognized speaker, teacher, consultant, and author in information and knowledge management, and information quality improvement. According to Larry English, poor data quality can cost companies 15 percent to 25 percent of their operating budget. How can this be?

**Examples:**

A wildlife biologist for a small field office was the in-house GIS expert and provided support for all the staff's GIS needs. However, the data were stored on her own workstation. When the biologist relocated to another office, no one understood how the data were stored or managed.

**Solution:** A state office GIS specialist retrieved the workstation and sifted through files trying to salvage relevant data.

**Cost:** One work-month ($4,000) plus the value of data that were not recovered.

An office contracted out data collection but failed to provide the contractor with appropriate data standards. When the inventory was completed, the data were found to be worthless because they were collected to the wrong standard.

**Solution:** Re-inventory.

**Cost:** $65,000

In preparation for a Resource Management Plan, an office discovered 14 duplicate GPS inventories of roads. However, because none of the inventories had enough metadata, it was impossible to know which inventory was best or if any of the inventories actually met their requirements.

**Solution:** Re-inventory roads.

**Cost:** Estimated 9 work-months/inventory @ $4,000/work-month (14 inventories = $504,000).