



## MIT Corporate Householding Research

*Want a better way to know your business customers?*

*Want to avoid conflicts of interest between business clients?*

*Want to increase your market share through corporate householding?*

### What is a corporate household?

Relationships within a corporation, between suppliers and the corporation, and between business customers and the corporation as defined within a particular context.

### Why is corporate householding important?

Knowledge from Corporate Householding research is critical to achieving competitive advantages. The ability to capture, manage, and use knowledge of corporate structures and relationships is crucial to many business activities such as:

- Marketing & Promotion
- Managing business risks
- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Supply Chain Management (SCM)
- Business Intelligence (BI)

### Research Sponsor Benefits

- Bring value to your business partnerships
- Reduce the total partnership costs for each partner
- Improve the quality of your corporate household knowledge and data
- Be among the first in your industry to capitalize on corporate householding research & results

### What leaders are saying about us?

“We are excited to play a significant role in the corporate householding research led by MIT’s TDQM Program,” said Tino Kokkinos, Senior Vice President of D&B, Sales and Marketing Solutions. “D&B has pledged its commitment to providing customers with quality data and this sponsorship is another example of our dedication to this strategic investment. The research with MIT expands on D&B’s commitment to provide Customer Information Management (CIM) solutions to the market that help companies decide with confidence and in turn, improve ROI,” added Kokkinos.

“We are seeing an ever increasing need for corporate householding capabilities to be built into enterprise IT systems today. In this dynamic and rapidly changing e-business environment, suppliers’ and customers’ relationships with the corporation must be effectively captured, managed and applied for the purpose of activities such as marketing promotion, financial risk analysis, and supply chain management,”



said Frank Dravis of Firstlogic, Vice President of Information Quality.

“Identifying those contexts and representing the right structure for the right task can provide a unique competitive advantage,” said Stuart Madnick, John Norris Maguire Professor of Information Technology at Sloan School of Management & Professor of Engineering Systems at School of Engineering, MIT.

### About the MIT Total Data Quality

### Management (TDQM) Program

The TDQM program is a joint effort between research centers such as The Center for Technology and Policy and Industrial Development (CTPID) at MIT, the Center for Information Technology & Marketplace Transformation (CITM) at UC Berkeley, the Data Integrity Management Center (DIMC) at the U.S. Naval Inventory Control Point, and industry. Industry partners such as D&B, Firstlogic, and Cambridge Research Group (CRG) are sponsoring the TDQM program to devise practical methods for data quality improvement. Currently, TDQM research is focused on:

- Information product management
- Corporate householding
- Data quality management in the context of the lean enterprise and information supply chain management

### Contact Us to Become a Sponsor

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