The POSMAD Interaction Matrix in Detail

The POSMAD Interaction Matrix is part of the Framework for Information Quality. This figure contains sample questions in each cell of the matrix to indicate the interaction between the phases of the POSMAD Information Life Cycle and the four Key Components—data, processes, people/organizations, and technology—that impact information quality.

	Plan	**Obtain**	**Store and Share**	**Maintain**	**Apply**	**Dispose**
Data (What)	What are the business objectives? Which data supports the business needs? What are the business rules? What are the data standards?	Which data are acquired? Which data are entered into the system—individual data elements or new records?	Which data are stored? Which data are shared? What is the key data to be backed up for rapid recovery?	Which data are updated and changed in the system? Which data will be transformed prior to migration, integration, or sharing? Which data are aggregated to support metrics or reporting?	What information is needed by the business to support transactions, metrics, compliance, requirements, decision making, automated processes, and other objectives? What information is available for use by the business?	Which data need to be archived? Which data need to be deleted?
Processes (How)	What are the high-level processes? What is the training and communication strategy?	How are data acquired from sources (internal and external)? How are data entered into the system? What are the triggers for creating new records?	What is the process for storing data? What is the process for sharing data?	How are data updated? How are data monitored to detect change? How are standards maintained? How are data change managed and impact assessed? Triggers for maintenance?	How are data used? How is information accessed and secured? How is information made available for those using it? What are the triggers for use?	How are data archived? How are data deleted? How are archive locations and processes managed? Triggers for archival? For disposition?
People and Organizations (Who)	Who identifies business objectives and assigns priorities and resources? Who develops processes, business rules, and standards? Who manages those involved in this phase?	Who acquires information from sources? Who enters new data and creates records in the system? Who manages those involved in this phase?	Who supports the storing technology? Who supports the sharing technology? Who manages those involved in this phase?	Who decides what should be updated? Who makes actual changes in the system? Who is responsible for quality? Who needs to know about changes? Who manages those involved in this phase?	Who directly accesses the data? Who uses the information? Who manages those involved in this phase?	Who sets the retention policy? Who archives the data? Who deletes the data? Who needs to be informed? Who manages those involved?
Technology (How)	What is the high-level architecture and the technology that support the business?	How is the application used to create new information and create records in the system?	What is the technology for storing the data? What is the technology for sharing the data?	How are data maintained and updated in the system?	How is information accessed to meet various business needs? How are business rules applied in the application architecture?	How are information and records deleted from system and/or archived? How are information and records archived from system?

● POSMAD interaction matrix detail—sample questions.