## Managing Information in Organizations

## Sharon A Cox

## Chapter 8 Improving Information Consistency

## Link 8.1 Valid but Inaccurate Data

Beatrice Ermolenko has applied to open a customer account with Bright Spark. Her application has been reviewed and she has been assigned a credit limit of £250.

Her customer record shows that she has been allocated a credit limit of £400. Bright Spark allows customers to have a credit limit up to the value of £500. The data value of £400 is a *valid* data value as £400 is within the specified range of values for a valid credit limit.

The data value of £400 is *inaccurate* as the value does not reflect the decisions taken when the account was authorized.

Further validation and verification checks are therefore needed when credit limits are assigned to customers.

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