

Getting Started With Data Quality

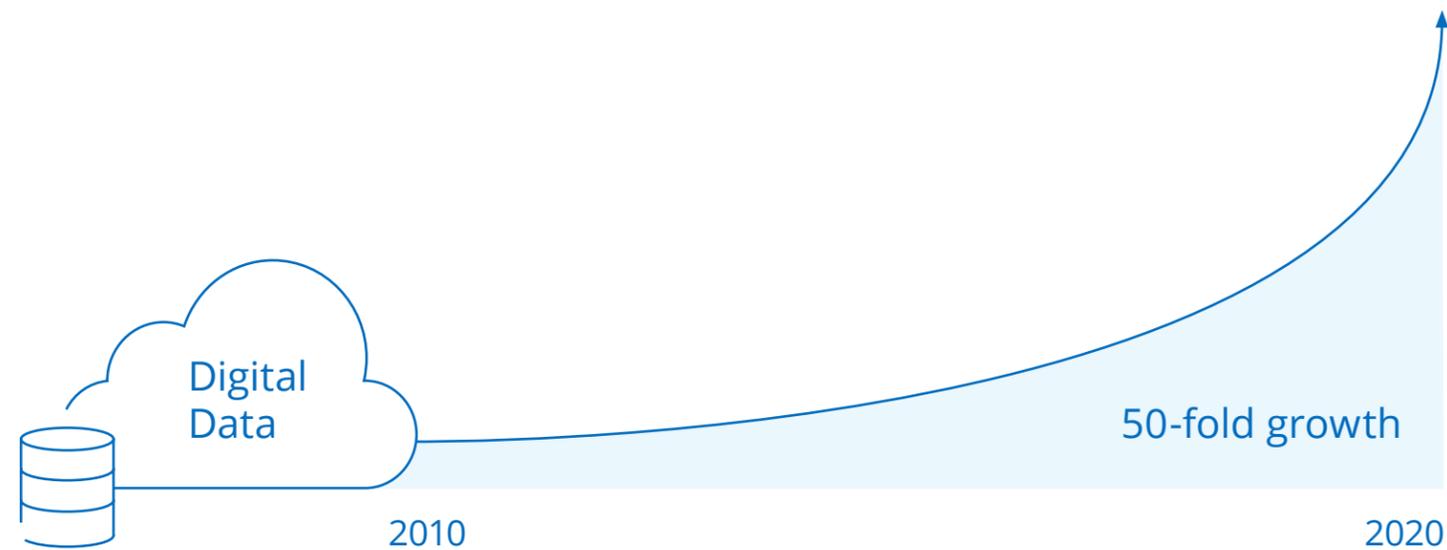


Table of Contents

The Explosion of Digital Data	2
The Cost of Bad Data	3
Who's Impacted?	4
How Does Data Become "Dirty"?	5
How Do You Fix It?	5
Introducing Omni-Gen™ Personal Edition	6
Insights Into Completeness and Consistency	7
Data Quality in Action	8-9

The Explosion of **Digital Data**

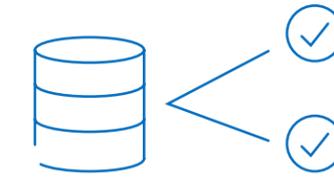
Estimates say that digital data will double every two years:
a 50-fold growth from 2010 to 2020.



Accenture: Big Success With Big Data¹



79% of executives believe that
**competitive position will be
compromised if they don't embrace big data**



83% of executives are
**already taking
advantage of big data**

But all this data cannot be effectively exploited for value if it's not clean,
consistent, and correct.

¹ "Big Success With Big Data Executive Summary," Accenture, April 2014.

The reason bad data costs so much is that decision-makers, managers, knowledge workers, data scientists, and others must accommodate it in their everyday work.

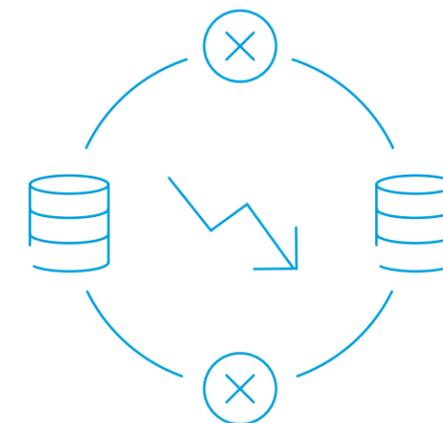
“And doing so is both time-consuming and expensive.”²

The Cost of Bad Data

Research shows that the cost of bad data is between 15 percent and 25 percent of revenue for many companies.³

This translates to an astonishing \$3.1 trillion annually in the U.S. alone.

According to Thomas C. Redman, the typical knowledge worker spends as much as 50 percent of their time hunting for data, finding and correcting errors, and searching for confirmatory sources for data they don't trust.⁴



³ Redman, Thomas C. “Bad Data Costs the U.S. \$3 Trillion Per Year,” Harvard Business Review, September 2016.

³ Leopold, George. “As Data Quality Declines, Costs Soar,” Datanami, Dec 2017.

⁴ Redman, Thomas C. “Bad Data Costs the U.S. \$3 Trillion Per Year,” Harvard Business Review, September 2016.

Who's Impacted?

Everyone in every industry feels the effects when bad data exists. For example:

- Sales and marketing professionals whose efforts to generate revenue are hindered by inaccurate customer or prospect details
- Supply-chain stakeholders who lack the real-time visibility needed to keep operations running smoothly
- Physicians who need a trustworthy and complete patient history to administer effective treatment
- Government officials who need to know what's happening in their city or region to ensure efficient delivery of public services

The impact of bad data spreads far and wide.

How Does Data Become “Dirty”?

The risk for bad data increases due to:



Rapid flow of big data from new sources, such as IoT devices and social media



Human error during manual data entry processes



Poor data integration, which leads to inconsistencies and redundancies across systems that house duplicate or similar information (this can be particularly problematic during mergers and acquisitions)



Lack of enterprise-wide data management and governance, which makes it difficult to control quality on a broad scale

How Do You Fix It?

Data quality management tools automate the profiling, cleansing, and enrichment of enterprise data. This eliminates risk, increases integrity, and restores end-user trust.



Improved decision-making – Ensure that data used in reporting and analytics is as trustworthy as possible



Enhanced customer experience – Empower your staff with accurate customer histories that enable them to deliver superior support and service



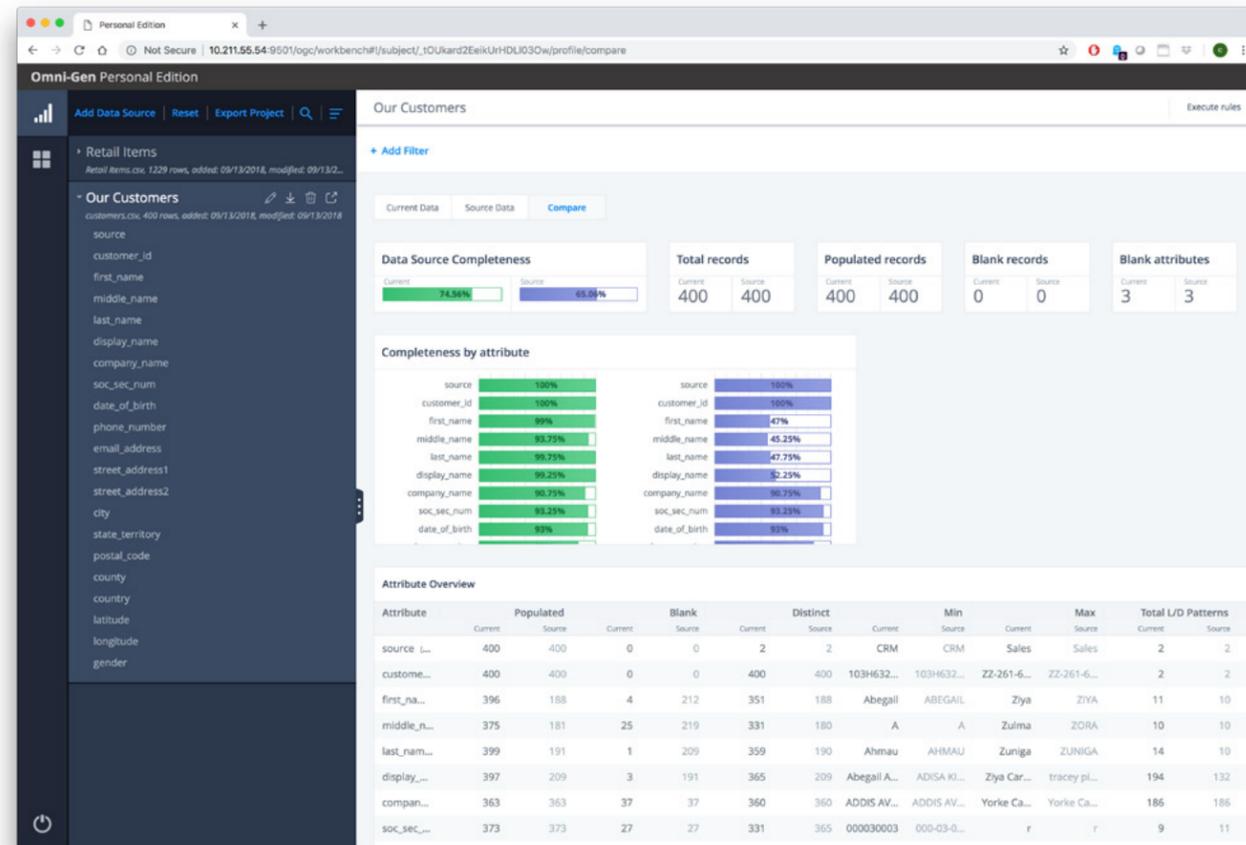
Increased productivity – Eliminate the time it takes to verify data accuracy and correct data errors



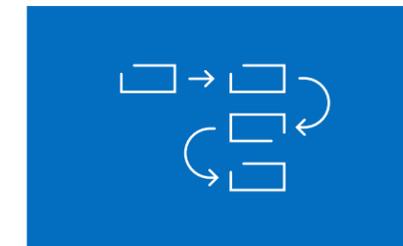
Reduced costs – Prevent the expenses associated with re-work resulting from bad information

Introducing Omni-Gen™ Personal Edition

The new Omni-Gen™ Personal Edition delivers valuable insight into the quality of enterprise data – without relying on developers – by allowing you to:



Quickly import, understand, and cleanse personal data sets



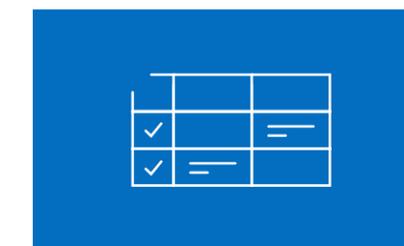
Create cleansing and validation rules; no IT assistance needed



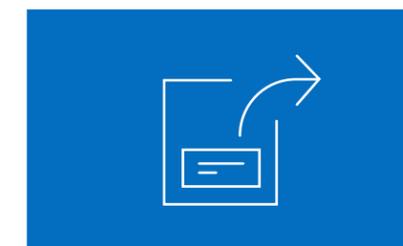
Filter data to see what's meaningful



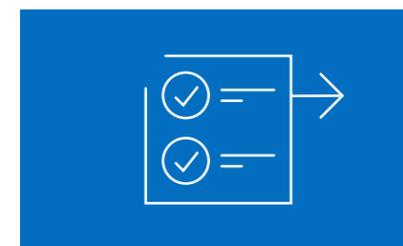
Experiment with ways to improve data quality



Add multiple data sources from CSV, Excel, and databases



Export individual data sources after cleansing



Export cleansing rules to Omni-Gen™ Enterprise Master Data Management and Data Quality Editions



Insights Into Completeness and Consistency

Omni-Gen Personal Edition lets you quickly see the completeness and consistency of your data sources with subject and attribute profiling.

For subjects and attributes

- Subject or attribute completeness
- Total records
- Populated records
- Blank records
- Distinct records not considering influence

For attribute details

- Most-and least-frequent values
- First and last values
- Most-and least-frequent patterns
- Tags
- Other general information

St. Luke's University Health Network

St. Luke's has made its data more trustworthy by creating a single view of each patient across the continuum of care.

With the help of comprehensive data management solutions, St. Luke's has addressed the challenges of integrating data across electronic medical record (EMR) applications, human resources and financial solutions, and external data sources, while ensuring its accuracy and consistency, and making it available to hundreds of users in support of better clinical decision-making.



RealD

For RealD, a producer of 3D and other visual technologies, data quality management dramatically enhances visibility into its revenue cycle. Free-form fields in an ERP system provide information about tax obligations, such as box office reports outstanding and the time gap between reports and generated invoices. Those fields are scanned, scoring and matching is performed, and data that falls outside an expected range is identified. A report of all rejected fields is generated, allowing users to make the needed corrections.

Better data enables billing employees to create more accurate tax obligation reports to satisfy state compliance requirements.



DATA QUALITY IN ACTION

The City of Charlotte

The City of Charlotte, North Carolina lacked standard processes for entering and validating property addresses, resulting in redundant efforts, inconsistent information, and high aggregate costs. Solutions that automate profiling, cleansing, matching, and enrichment were applied, and a golden set of master records was created to serve multiple entities.

Service representatives now have a more complete, accurate, and consistent view of addresses that can be linked to nearby services.



DATA QUALITY IN ACTION

JOC Group

When global trade intelligence provider JOC Group wanted to provide clients with better information to make critical business decisions, it implemented an environment for cleaning raw data, parsing it into a usable format, and delivering it through consolidated views.

This makes information more valuable to clients, who rely on it to obtain competitive insight, conduct market research, and target buyers and suppliers.



Learn More

Our new Omni-Gen™ Personal Edition removes the need for developers and extends the ability for everyone to get deep insights and cleansed data. Try it for yourself in our 30-day free trial and see how you can:

- Quickly import, understand, and cleanse your data
- Create rules for cleansing and validation
- Experiment with ways to improve data quality
- Filter your data to get to what's meaningful

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