

Average organization loses \$8.2 million annually through poor data quality. – Gartner

55% of all CRM projects failed to meet software customers' expectations. Poor customer data is one of the biggest factors. – Gartner

Helping manage Data Quality with SAS Dataflux

Organizations of various sizes and industries are recognizing the importance of high-quality data and the critical role of data quality in information governance and stewardship driven by broader enterprise information management initiatives. Without the assessment and monitoring of your data quality, unpleasant or even devastating consequences can lead to valuable winnings in just a few steps.

Common Culprits of Bad Data Quality:

Architecture and Application Complexity

With today's complicated integration architecture it is very difficult to track how changes to a system filters through and affects the others. Multiple, overlapping applications – often with non-integrated data sources can create a data environment highly susceptible to bad data quality.

Lack of ownership and responsibility for data quality

Without ownership of data quality at each integration point, there is a potential for assuming good data quality when in reality it is very poor;

Repetitive or ambiguous business processes

Repetitive or ambiguous business processes can create redundancy in how data quality is addressed, often resulting in data quality conflicts

Unclear and multiple definitions of data elements

Mismatched syntax, formats, and structure from disparate data sources require consistent definitions of data elements to ensure clear mappings across the enterprise.

No clearly defined data quality escalation processes

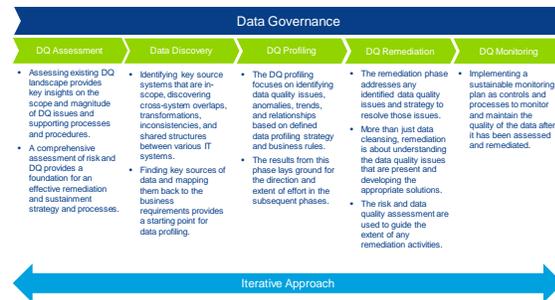
Without clearly defined data quality escalation processes, known data quality issues may never be addresses.

Consequence of Bad Data Quality

- Lack of real-time process execution and access to the enterprise data
- High cost of managing data caused by inefficiency and redundancy of data
- Inaccurate data element information results in wrong and irrelevant data deliveries
- Inaccessible data can make even basic business questions difficult to answer
- Manually-intensive activities, and error-prone data integration processes
- Data privacy and security compliances are not met
- Unclear and multiple definitions of data elements

How can we help?

Deloitte has developed a data quality framework specifically designed to assess the data risks and data health, to analyze and provide insights into the root causes of poor data quality and to provide appropriate remediation recommendations to enhance data standardization activities. Data quality monitoring is performed on an on-going basis to ensure sustainable data quality. The Data quality framework is a continuing process and our approach recognizes the strategic and tactical goals.



Deloitte is SAS Dataflux strategic partner

Deloitte is **Dataflux's key strategic partner** in EMEA and as such, Dataflux is investing in our relationship.

Deloitte has established an agreement with SAS Dataflux facilitating project engagement and ensuring quick start of the project.

Deloitte has built up a large knowledge base of **reusable codes, data quality checks and best practices** in Dataflux. Furthermore, SAS Dataflux easily integrates with internal and or third party sources that can be used to enrich the data.

Based on this relationship with SAS and the capabilities of Dataflux, Deloitte has developed an integrated Dataflux framework supported by a generic Data Quality dashboard.

This reusable framework allows Deloitte to ensure quick start on project, and consistent Data Quality program.



This publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte, its affiliates, and related entities shall not be responsible for any loss sustained by any person who relies on this publication.

Related offerings:

- Business Intelligence and Data Warehousing
- Advanced Analytics
- Enterprise Content Management

Visit our website for more information on the offerings at <http://www.deloitte.be>

Take Action

Do you have questions or comments about how Deloitte can help you with your Data Quality issues?

Your contacts:

Aart Joppe

Partner Information Management

Deloitte Belgium

ajoppe@deloitte.com

Yves Toninato

Director Enterprise Data Management

Deloitte Belgium

yvtoninato@deloitte.com