



# Datanomic gains credit from Alliance & Leicester



The Data Protection Act requires lenders participating in the Credit Account Information Sharing (CAIS) scheme to guarantee a high level of accuracy for the customer data they share. Alliance & Leicester use Datanomic software to monitor the quality of their customer information and eradicate dirty data.

**‘within just a week...we’d seen a good return on investment’**



As one of the UK’s leading financial services groups, Alliance & Leicester manages retail, wholesale and corporate banking operations and has lent a total of £42 billion to customers. With 1.52 million active current accounts, 254 branches and rated by analysts as the UK’s fastest growing online bank, the group is committed to maintaining stringent levels of data quality and accuracy across its businesses.

The CAIS scheme supports responsible lending to protect consumers being overstretched and lenders being exposed to risk. It enables information to be shared between member groups while strictly adhering to consumers’ privacy rights. As a CAIS member, Alliance & Leicester operates a rigorous data quality management policy. In a proactive move to ensure compliance well ahead of the 2007 deadline, the group wanted an enterprise-strength, user-friendly system to conduct regular data quality analysis to identify any anomalies in its data records. Datanomic responded with a highly robust, versatile and cost-effective data audit solution.

John Pridmore, Senior Manager Data Quality for Alliance & Leicester, said, ‘Datanomic has enabled Alliance & Leicester to put a stake in the ground and embark on a process to understand its data quality issues, and detect the source and detail of any discrepancies. Ours is a data-driven enterprise and, with responsibility for £billions of lending a year and complex regulations, there is no margin for error.’



#### **About Alliance & Leicester**

Alliance & Leicester is one of the UK's major financial services groups. It offers a broad range of financial services to personal, commercial and small business customers. Alliance & Leicester has been a member of the FTSE 100 index of leading shares since converting from its original mutual building society status in 1997.

#### **About CAIS**

The Credit Account Information Sharing scheme operates in line with the Data Protection Act 1998 and is strictly regulated under a contract between lenders and a strict code of practice entitled 'Principles of Reciprocity'. Through the scheme, the UK's major finance lending companies have agreed to share with each other details of their customer's credit agreements, which is intended to promote responsible lending policies. The members abide by strict rules on how the information may be used.

'The Datanomic solution has exceeded expectations. Within just a week of putting it into practice, we'd seen a good return on investment and made discoveries leading to significant cost savings. It's great to have data audit software that delivers such rapid results. It's been straightforward to implement, intuitive to use and it integrates easily with our IT infrastructure so mainframe data can be audited via a user's desktop PC. With precision targeting of anomalies, it is much easier to focus our attention on data quality and quickly deal with problems, so our team can operate more efficiently.'

Dr Jonathan Pell, CEO of Datanomic said, 'It is essential that financial services groups act, just as Alliance & Leicester has done, to ensure full compliance with the Data Protection Act's provisions for information sharing. To meet with regulations and reassure customers that their personal details are in safe hands, it is imperative that every lender maintains accurate records. Datanomic's software is uniquely designed to audit and continuously monitor very high volumes of complex data in mission-critical environments.'

#### **About Datanomic**

Datanomic's holistic approach to data quality management enables its growing list of European and North American blue chip clients to rapidly achieve a Return on Investment by exposing and correcting deficiencies in information the business relies upon. Our clients come from a wide spectrum of industries including financial services, telecommunications, government, professional services and engineering. We are proud to count Barclaycard, Alliance & Leicester, Deutsche Bank, GAM, Davy, PricewaterhouseCoopers, KPMG, BellSouth, AMEC Oil & Gas and a number of NHS Trusts among our customers.

For more information, visit [www.datanomic.com](http://www.datanomic.com) or contact [info@datanomic.com](mailto:info@datanomic.com)