



dn:Director: the fast track to data quality

Re-energise your business with fit-for-purpose data

The quality and accuracy of the information an organization holds about its customers, products, accounts and staff are key to its success. Yet many organizations are held back by data that is inaccurate, incomplete or inconsistent.

What is dn:Director?

dn:Director is powerful software which helps organizations achieve maximum value from their business-critical applications.

By enabling individuals and collaborative teams to quickly and easily identify and resolve problems in the underlying data that feeds these applications, dn:Director allows customers to identify new opportunities, improve operational efficiency, and more accurately comply with industry or governmental regulation.

Every business improvement, compliance or 'single view' project requires fit-for-purpose data and dn:Director is 'data agnostic', meaning that it can help to improve and maintain

the quality of any type of commercial data, in almost any format, from almost any source repository.

Current customers are profiling and improving their customer, asset, product, financial, supply chain or compliance data across all databases, regardless of vendor, to make it truly fit for purpose.

Quick to deploy and easy to use, dn:Director brings the ability to enhance the quality of data to all stakeholders collaborating in the data management initiative.

Its simple 'drag>drop>connect' data processors, easy configuration screens and clear results browsers (with drill-



dn:Director



down capability) give instant feedback on the state of any data set, and allow both technical and non-technical business managers to work effectively.

To support this collaborative model, dn:Director offers extensive role definitions (each with configurable options) for complete management of data access and amendment rights.

Line-of-Business and Management executives can empower their teams of Data Stewards, Business Analysts and Data Reviewers to fully utilise the Datanomic-based insight and improvement processes deployed by the Data Analyst implementers. Decisions can be made throughout Datanomic's proven iterative "understand, improve, protect & control" approach.

Managers can also monitor fully-tailored, real-time data KPIs, showing the progress and status of the system via dedicated web dashboards. Everything is auditable.

These KPIs allow for easy report generation to illustrate and document the ROI of the dn:Director-enabled data process to the budget holders.

Bespoke Screen Layout

dn:Director now includes functionality to deliver tailored User Interfaces (UIs) for different roles within an organisation. For example, Administrators might choose to see user and dn:Dashboard configuration setups, whilst Match Reviewers might only need to see the potential matches for manual review, with comment and match

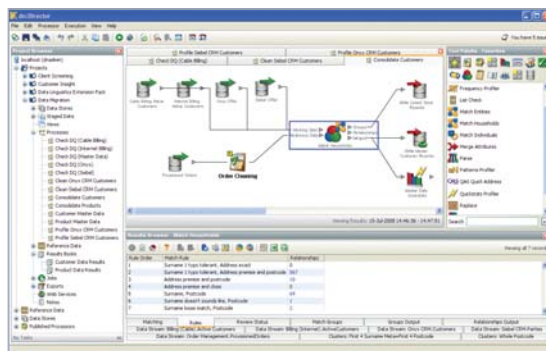


Fig 2: The highly tailorable dn:Director dashboard, through which data metrics can be reported to the entire executive team in real time

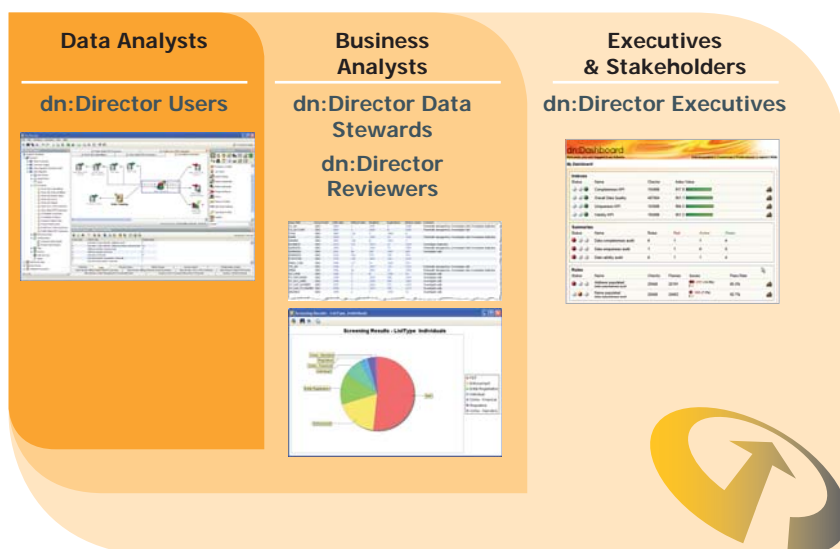


Fig 3: The User Roles within dn:Director allow collaboration right across the enterprise. Full users of the tool can create and deploy processes which are then used by the Data Stewards and Reviewers to profile, audit and cleanse the data. Executive users are able to monitor the data quality through the customised dn:Dashboard web pages.

decision recording facilities. Full dn:Director Users would need full access to design processes and perform interactive data analysis whilst Data Stewards would only need to review processes and results books.

The tailorability extends to allow the automatic generation of customised warnings around data rules.

Import Match Results

If you've previously used a Matching tool and have results that you want to import into dn:Director, you can do so without losing the audit trail and manual decisions, meaning that you don't need to re-run the matching process in dn:Director. Of course, if you wanted, you could re-run it and check the quality of your original match processes.

The Datanomic Methodology

Understand > Improve > Protect > Control

Understand

In conjunction with a structured methodology, dn:Director provides a clear understanding of the relationship between data and business performance. Eliminating guesswork, it avoids time-consuming manual coding and expensive elapsed project time.

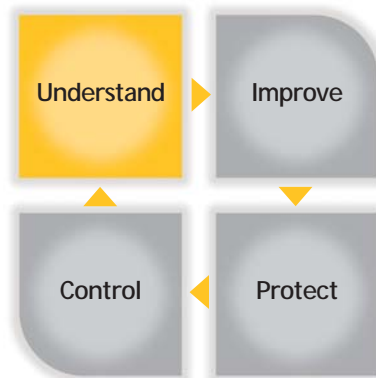
Requiring no programming or detailed database knowledge, dn:Director's drag-and-drop graphical interface allows for total understanding of data in its current state. This is prior to overlaying individual rules to determine the data's fitness for purpose.

dn:Director enables business teams to profile and analyze large volumes of data from databases, spreadsheets and flat files with ease. Providing a single staging area that holds gathered statistics, dn:Director leaves the data source unaltered. Performing a systematic review to detect key quality metrics, missing data, incorrect values, duplicate records and inconsistencies, dn:Director will help you understand the true nature of your data.

Improve

Once the data is understood and the business context has been collated, dn:Director can immediately help solve these problems by re-structuring, standardizing, cleansing, enriching, de-duplicating and reconciling your data.

Highly scalable and presented through a process diagram, dn:Director can handle data from any market sector, application domain or business process. Solving data quality issues using a range of powerful and configurable functions from the Tool Palette that can help automate even the most complex data-cleansing tasks, it generates repeatable and reliable results fast.



Protect

Why is it that so many organizations carry out a data cleansing exercise and then forget all about the quality of their data until it becomes a costly problem again?

Maintaining and continuing to improve the quality of your data is vital to sustaining user and customer confidence and increasing the value that you can derive from your information assets. You need to protect your enterprise information from degradation due to erroneous, incomplete or duplicated data. The ability to create real-time data filter is critical, so dn:Director helps

prevent errors at the point of entry.

Control

dn:Director can also track and publish data quality statistics on an ongoing basis, reporting through the web-based dn:Dashboard.

Users can configure standard metrics to monitor the progress of data initiatives, data migration projects or any other data-centric programme.

Individual dn:Dashboard users can create their own indices, alerts and traffic-light indicators according to their individual and departmental priorities.

Ensuring fit-for-purpose data is the responsibility of everyone within the enterprise and with dn:Director, everyone can collaborate effectively in the data stewardship programme

Unique

dn:Director is unique:

1. It delivers business value in hours not months - giving immediate impact on data-related problems.
2. It enables "fit-for-purpose" data discussions involving business owners of data - meaning better stewardship and governance.
3. It offers tailorable rules from your data for your business - because one size does not fit all.
4. It delivers real-time data filters from the same business rules - addressing data problems at source.
5. It supports any application, any data - not just customer data; not just product data.

Business Benefits

The business benefits of fit-for-purpose data are extensive. You will get ROI from:

- More effective customer profiling for better targeting, segmentation and opportunity spotting

- More accurate regulatory/compliance reporting
- More effective cross-enterprise efficiency programmes
- Identifying revenue leakage
- Create confidence in KPI reporting

Business Improvement

Another area where the real power of fit-for-purpose data can be felt is with Business Improvement programmes, such as data migration or consolidation projects as a result of a merger or acquisition. In this context, dn:Director acts as a critical enabler of the enterprise-wide migration, implementation and deployment of the new business-critical application.

Not having fit-for-purpose data can have a dramatic impact: a study of more than 600 organizations carried out by Gartner revealed that deficient data quality leads to poor user adoption of major applications and a general lack of trust in a company's data.

Tried & Trusted

In addition to its in-house

dn:Director provides a single, unified platform that enables both business and IT personnel - such as data stewards, business analysts and owners of data - to identify and rectify compromised data which can place operations at risk

role within our customers' organisations, dn:Director is also a preferred application of consultancies specialising in fit-for-purpose data. Using Datanomic's business application approach to dealing with data, consultants are profiling, understanding and auditing their clients' data, creating business rules and templates that allow organisations to protect and control their data in real-time going forward.

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