

Why data quality matters

Why data quality matters



Re-energize your business by running it on clean data

When making decisions designed to enhance your competitive performance, you depend on the integrity of your data; but how accurate is it really – can you trust your data? A study of more than 600 organizations carried out by Gartner reveals that deficient data quality leads to poor user adoption of major applications and a general lack of trust in a company's data. Some businesses seem content to turn a blind eye to inadequate data, but things change when there's an external regulator to satisfy – regulatory compliance is cited as the prime driver for improving data quality.

Data inputs contain inaccuracies resulting from human error, poorly designed interfaces or bad processes. Duplications, omissions and erroneous information blights most databases; but here's the truly unnerving part. Each time inaccurate data is manipulated and analyzed, original errors are enlarged, creating a knock-on effect in which slight imperfections can become huge inaccuracies. Then, worse still, those major flaws become the basis for decision-making, allowing you to make often wholly incorrect assumptions about the function and operation of your organization.

Organizations that successfully address the challenge of poor data quality reap the benefits: they maximize the return on investment in technology such as BI, CRM, CDI, ERP and MDM; they reduce revenue leakage and expenditure due to inaccurate data; and they gain a better understanding of their customers and use that new-found knowledge to better target innovative campaigns and improve customer service.

Isn't it time you overhauled your data and honed it so that it is fit for purpose and enables the enterprise? Or will you allow your competitors to race ahead?

If people and processes are the engine of the business, clean data provides the energy to drive it forward.

For further details about Datanomic's enterprise data quality management solutions visit www.datanomic.com or call us on +44 (0)1223 228400

Datanomic Ltd
140 Cambridge Science Park, Milton Road, Cambridge CB4 0GF, UK
t: +44 (0)1223 228400 f: +44 (0)1223 228401 e: info@datanomic.com

www.datanomic.com

 **datanomic**