

How important is good quality data to your business?

It has long been agreed that data is an essential corporate asset, second only to people. In order for your business to maximise the investment in its assets, a structured programme of management and maintenance is required.

This is particularly true for data assets, as your business is constantly making decisions based on the information and knowledge derived from that data.

The importance of data quality can never be underestimated. Incomplete and inaccurate data will adversely impact all elements of your business. In today's e-enabled market place growth and diversity is dependant on data quality. It is sometimes difficult to begin addressing data quality issues as the topic is often seen as the proverbial "can of worms".

"Poor data management is £1 billion a year in printing mailing costs and staff overheads."

However, by beginning to identify the scope and impact of poor quality data, it is possible to produce a structured plan to address Data Quality Management.

Data Quality issues can manifest themselves in a number of ways. Often the financial impact of poor quality data on day-to-day business operations is unknown. However, when viewed in the context of a data migration project, poor data quality will jeopardise the delivery of the project. Too often migration projects make assumptions about source data only to find that the reality is something quite different – the bottom line is knowing the "truth" about your data at the start which will avoid expensive revelations later in the project.

Acuma has undertaken many data integration & migration projects. Our experience has shown us that these are amongst the highest risk IT and business projects, at the same time they are the most commonly undertaken – and ultimately necessary to support development of your business.

"Customer data degrades at a rate of about 2% per month, meaning a quarter of all the customer information you gather is worthless after 1 year."

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Acuma's Data Quality Solutions

To answer the call for assistance from our key clients Acuma have developed a series of programs designed to address the various needs of organisations:-

Half Day Executive Briefing Session

An overview of data quality, its importance and how to improve your business through improving your data quality.

Data Quality Course

This course introduces the main issues and barriers to success faced when tackling data analysis and quality for any data integration, migration or warehousing project.

Data Quality Assessment

- Understand your business data needs (today's world)
- Re-evaluate systems (manual and automated)
- Understand data inadequacies,
- Develop a recovery plan

Implementation Services – Implementing the recovery plan

- Small focused and manageable initiatives
- New/revised processes, new/better utilised technology
- New/cleaned/complete data
- People – educate, incentives, measures
- Support – future proofed structures, processes, procedures and people to monitor and maintain ...
- It is a continuous improvement programme.

Data Quality Business Benefits

- Confident and accurate decision making
- Pro-action as opposed to reaction
- Offering better quality service at the same cost
- Customer retention
- Real return on IT investment
- Ability to react more readily to market forces
- Increased profits, through more repeat sales
- Higher share price
- Better use of resources ... lower attrition

"Industry estimates suggest that 35 - 45% of costs of an ERP implementation are spent on data migration."

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