

Data Quality:

A flash in the pan or
an ongoing project?

How to save costs and increase efficiency by
constantly monitoring your data quality.

Nils Niehörster, MODELYZR Managing Director and Tim Kahler, MODELYZR Head of Analytics



How to save costs and increase efficiency by constantly monitoring your data quality

Digitization has long since found its way into the foundations of every modern company. The fact that it offers enormous opportunities, such as increased sales (for 44% of companies¹) or improved customer relations, should come as little surprise.

However, it is all the more important to recognize how important the underlying data is for the profitable use of digital processes. Professors Dr. Boris Otto and Dr. Hubert Österle clearly emphasize:

„Data is the foundation of the digitized economy.“²

As a digitized company, we go even one step further. For us, good and accurate data is the foundation of the digitized economy. Because **incorrect data leads to incorrect decisions**, which can translate into damage of up to **12% of your revenue³**, or according to Gartner, an average of **about \$15 million annually per company⁴**.

Accordingly, more and more decision-makers see data quality as important or very important. At the same time, the rash of **87%⁵** agreement is enormously high, especially in the area of marketing. This is understandable, since **every fourth⁵** marketing campaign was negatively influenced by bad data last year.

The goal should therefore be to achieve excellent data quality and thus to realize the benefits it offers for your company.

These can be manifold and can occur in short-term as well as long-term benefits.

- Higher revenues
- Competitive advantages
- Confidence in data-driven decision making
- Robust analytics
- Improved customer relationship

In the area of customer relations, for example, you can achieve **70% higher customer retention⁶** and **23 times more new customer acquisition⁶** compared to your competitors.

„Outdated and inconsistent data in CRM systems is always a problem and reduces the acceptance of the systems and the decisions that are based on them. This is where MODELYZR steps in and creates a new, more reliable data universe.“

Ralf Korb, owner Korb & Kollegen, CRM visionary and thought leader

Especially considering the constantly growing number of systems and data sources, ensuring permanently good data quality is a very complex task.

¹ <https://de.statista.com/statistik/daten/studie/814982/umfrage/umfrage-zur-auswirkung-der-digitalisierung-auf-den-umsatz-deutscher-unternehmen/>

² Otto, B., & Österle, H. (2016). Corporate data quality: Voraussetzung erfolgreicher Geschäftsmodelle (p. 205). Springer Nature.

³ <https://www.it-zoom.de/it-director/e/datenqualitaet-fuer-messbaren-nutzen-18664/>

⁴ <https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement>

⁵ Forrester Consulting (2019). Why Marketers can't ignore Data Quality

⁶ Bisnode Infografik Master Data – Daten: Das wertvollste Gut eines Unternehmens

Data assets grow and become obsolete over time – Permanent and recurring data maintenance is the key to success

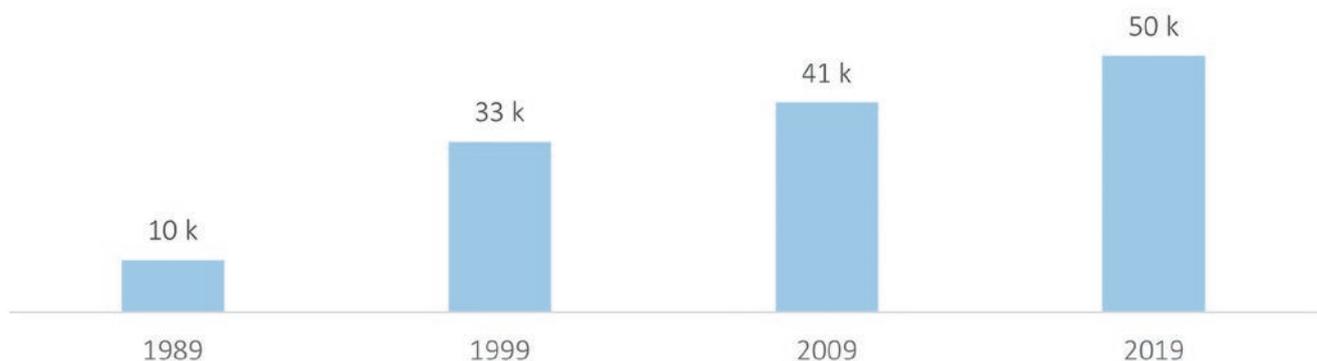
Your systems are constantly fed with new data. New companies are entered into the CRM system, employees edit existing data records, or sales territories are reassigned. Unfortunately, this also creates consistently erroneous data. Whether typing errors, negligence, missing information, convenience, or externally purchased data - incorrect data enters your system in many ways.

In addition, data records become outdated over time. Companies move, change phone numbers or merge. In 2019 alone, approximately 50,000 M&A deals were completed, and the trend is rising. Always accompanied by changes in name, address, business form, amount of revenue, number of employees, etc.

If nothing is done about this constant flood of evolving errors, your company will be threatened with undesirable consequences

- customer dissatisfaction
- damaged company reputation
- frustrated employees
- wasted market potential/revenue
- inefficient campaign planning
- wrong decisions
- increased compliance risk

M&A Deals 1989 - 2019⁷



The quintessence of these two factors for companies of all kinds is that **achieving good data quality once is only ever a snapshot! For sustainable and lasting good data quality, data maintenance must be part of a permanent process.**

Through permanent and recurring measurements and analyses of your data, targeted measures for the sustainable improvement of your data quality are made possible. Away from costly and non-targeted individual measures, towards a structured process.

⁷ <https://de.statista.com/statistik/daten/studie/399031/umfrage/anzahl-der-weltweiten-munda-deals/#:~:text=Gem%C3%A4%C3%9F%20des%20Institute%20of%20Merger,Unternehmen%20oder%20Unternehmensanteilen%20verzeichnet%20werden.>

Targeted optimization measures through constant measurement of data quality

Every optimization must be initiated! It's a step-by-step process to achieve a sustainable competitive advantage through targeted data quality measures. The first is the measurement of data quality. It forms a basis for the analysis and subsequent cost-effective elimination of errors. According to the statement „**You can only improve what**

you can measure!“, a tool for transparent presentation is indispensable for improving data quality. The requirements for the tool should take the following functions into account in order to enable efficient action:

- an initial assessment of the data quality
- an assessment of the different dimensions
- a basis for comparison of the impact of DQ-Measures
- a dynamic monitoring of the data quality

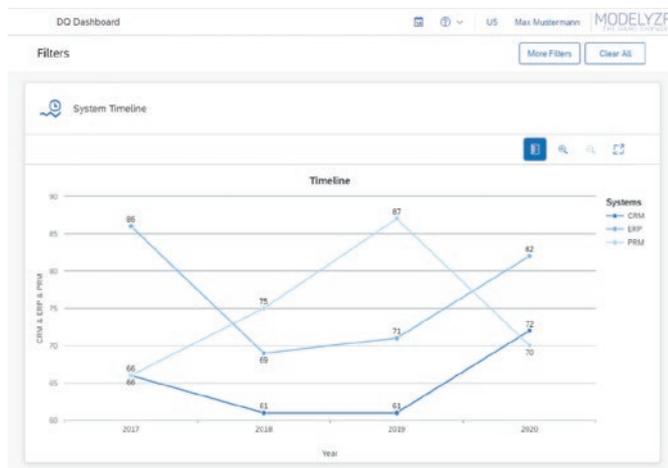


15 Mio. \$
∅ Bad Data costs per company⁴

Data Quality Governance by MODELYZR – Monitoring and analysis of your data quality

At MODELYZR we deliver exactly what is needed with our **Data-Quality Governance Tools!** With the **DQ-Dashboard**, data can be measured on-demand (e.g. initially or in real time) in your company. In addition to a DQ indicator, the individual dimensions of correctness, consistency, completeness and timeliness of the data can be analysed individually.

System	Actuality	Completeness	Consistency	Correctness
CRM	59 %	71 %	71 %	86 %
ERP	69 %	83 %	85 %	90 %
PRM	59 %	71 %	90 %	59 %



Furthermore, our **DQ-Monitor** enables a measurement of the indicators over time what builds the foundation for a flexible monitoring of the individual databases. Through appealing visualizations, you can recognize misalignments and successes at a glance.

⁴ <https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement>

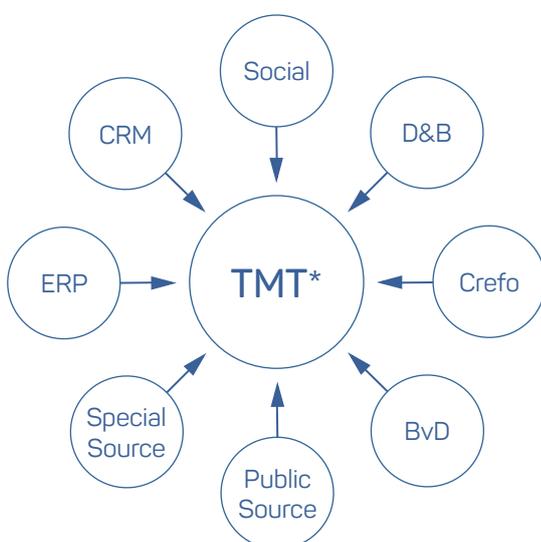
The set of data quality governance tools is completed by our **DQ-Benchmark**. This provides a view of the data stored in the company, broken down by system, dimension and country. This provides the opportunity to target „weak“ business units with DQ-Measures. It also promotes effective collaboration and knowledge exchange between the units, as DQ-Departments that are performing very well can be used as a business blueprint for DQ best practices.

Based on the analysis of the current data quality, specific measures for improving the future data quality are proposed to you, depending on the weak point. In this way, you only ever deal with the areas where there is potential for improvement in a continuous process.

System	United States	Switzerland	Germany	Japan
CRM	72 %	81 %	83 %	57 %
ERP	82 %	56 %	56 %	67 %
PRM	70 %	87 %	75 %	62 %
Ø	75 %	74 %	71 %	62 %

Data Quality Services by MODELYZR – Tools for improving data quality

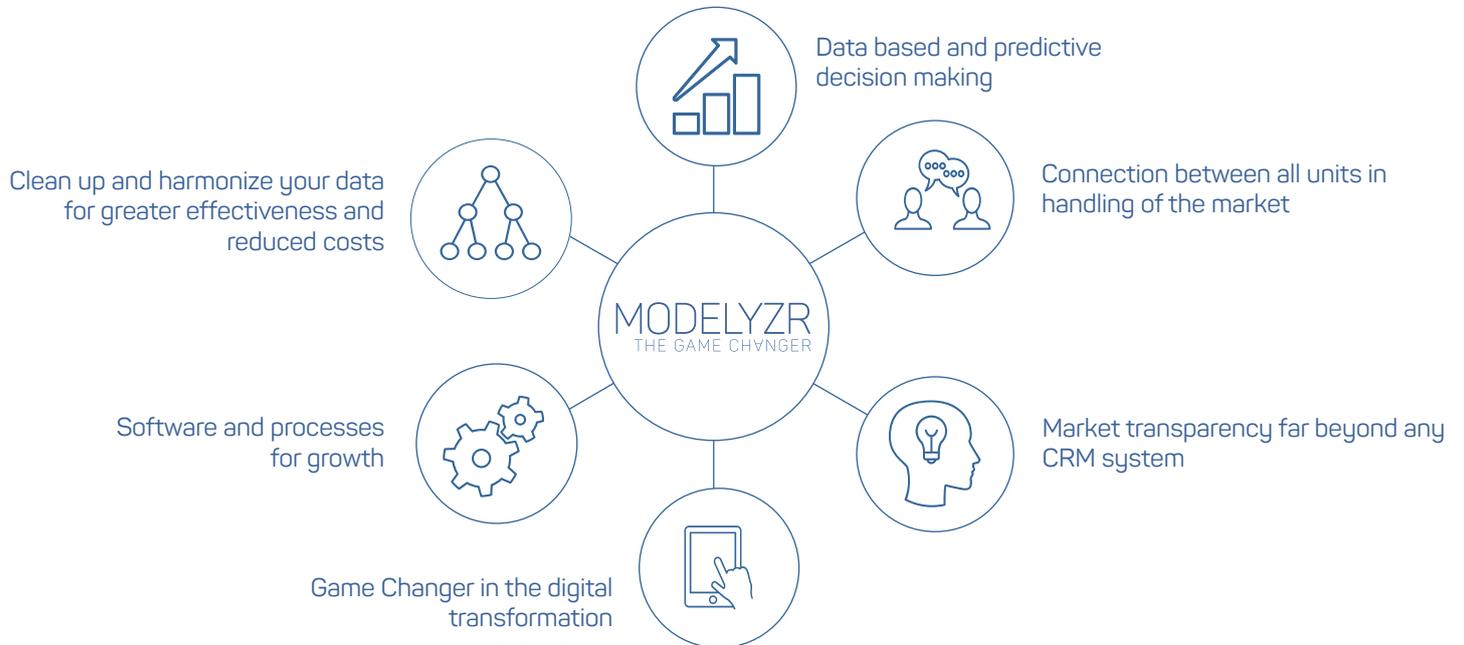
Entries of poor quality must be identified! If you want to avoid the numerous negative consequences of poor data quality, existing weak points in your systems must be identified and eliminated. If an accumulation of duplicates, typos or wrong ID's is identified by employees or DQ-measurement, it is - as the next step - necessary to clean up the faulty entries.



This is where our **Data Quality Service Tools** help! Our **Duplicate Check** is used to detect redundant entries. Using innovative methods such as AI and fuzzy logic, the tool identifies the duplicate entities and gives you the opportunity to detect and subsequently clean up duplicates. Additionally, not only the duplicates are delivered to you, but likewise the enriched information of which of the duplicate entries is the more relevant of the two.

To identify typos, errors due to misunderstanding or fill entries, we developed an innovative solution. **Typo Check** creates a **golden Record** for all entries in your master data. This record is composed of the information from all connected data sources. Both from your databases, such as ERP and CRM, as well as from external data, such as suppliers or service providers, an optimal record is created. This reflects an entry that has been cleaned of typing errors and incorrect entries. As a result, an easy-to-process list is created, consisting of the currently incorrect data points and the most likely correct assignments. If, for example, the CRM maps an incorrect street, but the correct entry exists in a delivered external data record, also the ERP system and a third data source, the company entries are matched and the error, including the solution, is determined. In this way, for example, the CRM can be cleansed by using the information from a large number of other data sources.

Your benefits at a glance:



We are ready when you are ready.

- The MODELYZR software is already used in more than 100 countries globally and has been widely integrated in complex, highly customized business scenarios.
- Data-driven demand management including indirect sales channels was implemented by us with proven success.
- We cooperate with the best data providers worldwide.

Want to create new connections?
Get in touch:

MODELYZR GmbH
Ludgeristr. 54
48143 Münster
Germany

Nils Niehörster
Managing Director
nils.niehoerster@modelyzer.com

MODELYZR

THE GAME CHANGER

Modelyze GmbH
Ludgerstraße 54
48143 Münster

Tel: +49 251 857 126 82
Fax: +49 251 981 614 26
Email: info@modelyze.com
Web: www.modelyze.com