

DATA QUALITY

A FLASH IN THE PAN OR AN ONGOING
PROJECT?



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

Digitization has long since become foundational to every modern company. It offers enormous opportunities, such as increased sales (for 44% of companies¹) and improved customer relations, which should come as little surprise.

However, it is crucial to recognize the importance of the underlying data for the profitable use of digital processes. Professors Dr. Boris Otto and Dr. Hubert Österle clearly emphasize this:

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

As a digitized company, we take it even one step further. For us, good and accurate data is the foundation of the digital economy. Incorrect data leads to **incorrect decisions**, which can translate into damage of up to **12% of your revenue**³, or, according to Gartner, an average of about **\$15 million annually per company**⁴.

Accordingly, more decision-makers see data quality as essential. The rate of **87%**⁵ agreement is exceptionally high in marketing. This is understandable, as every fourth⁵ marketing campaign was negatively influenced by bad data last year.

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

The benefits can be manifold and occur in the short and long-term.

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

In customer relations, for example, you can achieve **70% higher customer retention**⁶ and **23x more new customer acquisition**⁶ than your competitors.

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

„Outdated and inconsistent data in CRM systems is always a problem and reduces the acceptance of the systems and the decisions that are based on them.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

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

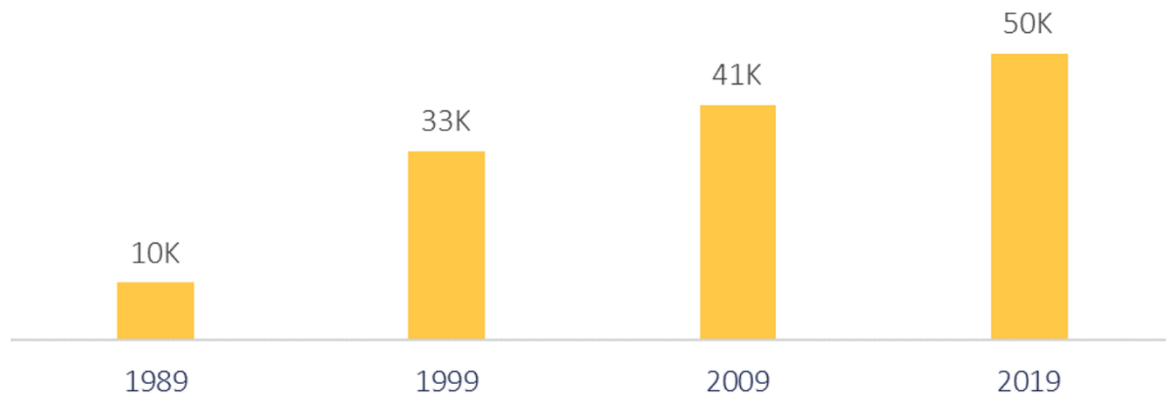
Your systems are constantly fed with new data. New companies are being entered into the CRM system, employees edit existing data records, and sales territories are reassigned. Unfortunately, this leads to consistently erroneous data. Whether due to typing errors, negligence, missing information, convenience, or externally purchased data, incorrect data can enter 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. Changes in name, address, business form, revenue, number of employees, and more always accompany these deals.

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 key takeaway from these two factors for companies is that **achieving good data quality once is only a snapshot! For sustainable and lasting good data quality, data maintenance must be part of a permanent process.** Through ongoing and recurring

measurements and analyses of your data, targeted measures for the sustainable improvement of your data quality become possible. This approach shifts from costly and non-targeted individual actions to 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! Achieving a sustainable competitive advantage through targeted data quality measures is a step-by-step process. The first step is the measurement of data quality. This forms a basis for the analysis and, subsequently, cost-effective elimination of errors. As per the statement, „**You can only improve what**

you can measure!“, a tool for transparent presentation is indispensable for improving data quality. To enable efficient action, the tool should include the following functions:

- **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**

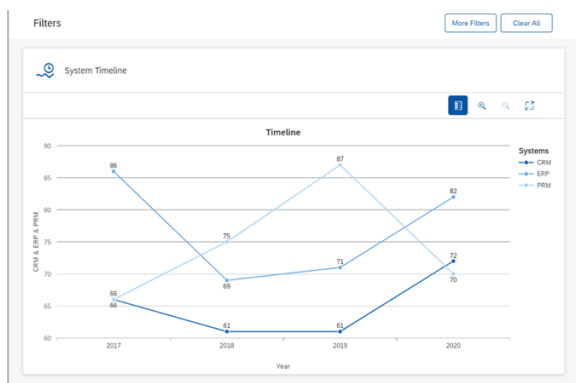
\$15 Mil.

∅ **Bad Data costs per company** ⁴

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

At MODELYZR, we provide precisely what you need with our **Data-Quality Governance Tools!** Our **DQ-Dashboard** allows you to measure data on-demand (e.g. initially or in real time) within your company. Beyond the DQ indicator, you can analyze individual dimensions such as the correctness, consistency, completeness, and timeliness of your data.

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 the measurement of indicators over time, providing the foundation for flexible monitoring of individual databases. With appealing visuals, you can easily spot misalignments and successes immediately.

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

Our **DQ-Benchmark** complies the set of data governance. This tool provides an overview of the data stored in the company, broken down by system, dimension, and country. It allows you to target "weak" business units with specific DQ measures and promotes effective collaboration and knowledge exchange between units. DQ departments that perform very well can be used as a business blueprint for DQ's best practices.

Based on the analysis of current data quality, specific measures for improving future data quality are proposed, depending on the identified weak

points. This way, you can continuously focus on areas with the most significant potential for improvement.

Mu Benchmark				
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

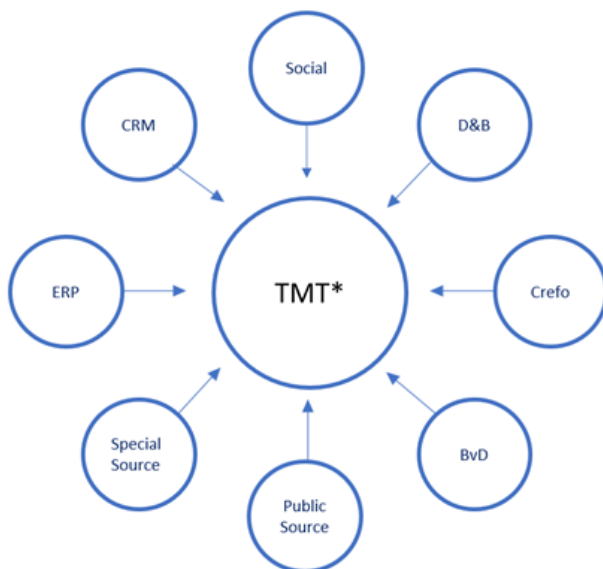
Entries of poor quality must be identified! To avoid numerous negative consequences of poor data quality, existing weak points in your systems must be identified and eliminated. If an accumulation of duplicates, typos, or incorrect IDs is identified by employees or through DQ measurement, the next step is to clean up these faulty entries.

This is where our **Data Quality Service Tools** come in! Our **Duplicate Check** is designed to detect redundant fuzzy logic. The tool identifies the duplicate entities and gives you the opportunity to detect and subsequently clean them up. Additionally,

it identifies the duplicates and provides enriched information indicating which of the duplicate entries is more relevant.

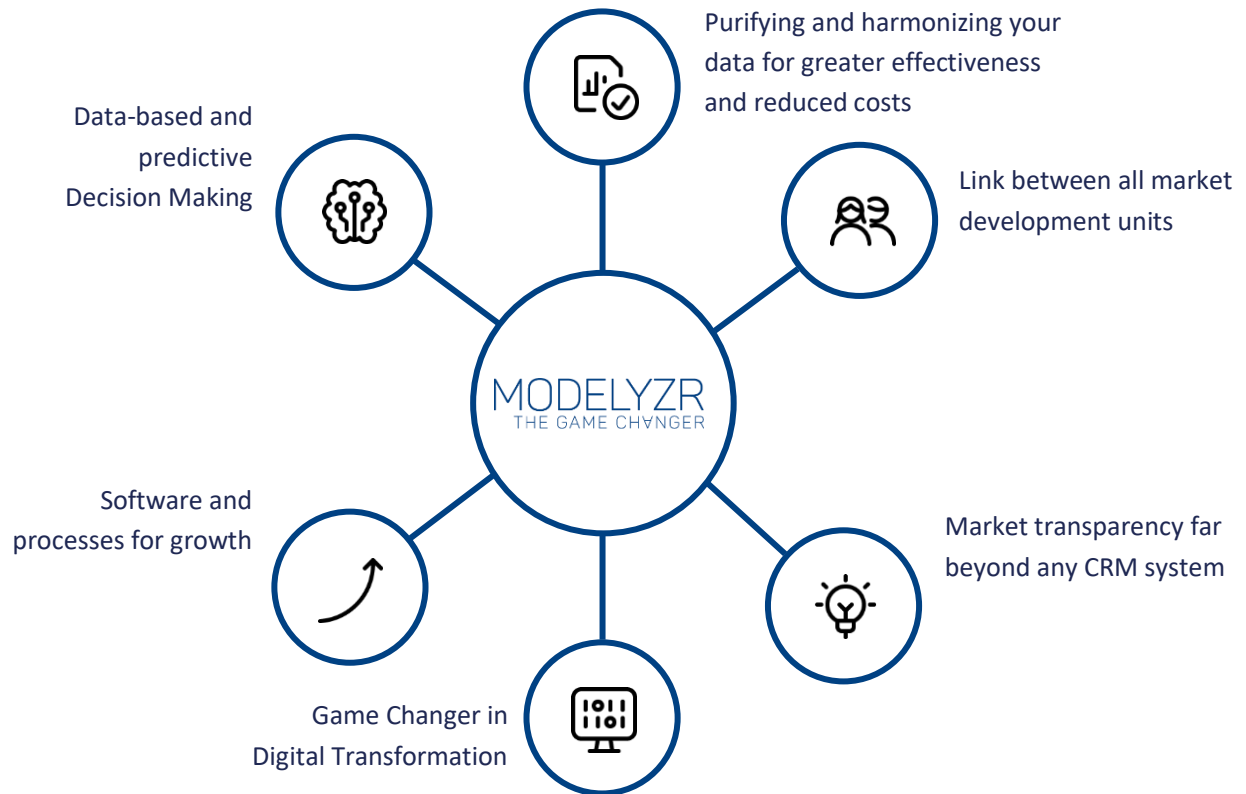
To identify typos and errors due to misunderstanding or filling entries, we developed an innovative solution called **Typo Check**. Typo Check creates a **golden Record** for all entries in your master data by combing information from all connected data sources. This includes data from your internal databases, such as ERP and CRM, and external data from suppliers or service providers. This resulting record is cleaned of typing errors and incorrect entries, providing an optimal record.

This process generates an easy-to-process list of the currently incorrect data points and their most likely correct assignments. For example, if the CRM records an incorrect street address but the correct entry exists in external data, the ERP system, and a third data source, the entries are matched, and the error, along with its solution, is determined. This allows the CRM to be cleansed using information from many other data sources.



*The market truth

Your advantages at a glance:



Ready when you are.

- MODELYZR is already used in over 100 countries worldwide and has been successfully integrated into complex, highly individual business scenarios.
- Data-driven demand management, **including indirect sales channels**, has been implemented by us with proven success.
- We cooperate with the best data providers worldwide.

Want to make new connections? Get connected:

MODELYZR GmbH

Ludgeristrasse 54
48143 Münster

Nils Niehörster
Managing Director
nils.niehoerster@modelyze.com
+49 173 382 691 5

MODELYZR
THE GAME CHANGER

Modelyzr GmbH
Ludgeristr. 54
48143 Münster

Tel: +49 251 857 126 82

Fax: +49 251 981 614 26

E-Mail: info@modelyzr.com

Web: www.modelyzr.com