

BUSINESS OBJECTS

DATA QUALITY ASSESSMENT SERVICE

"Companies are discovering that data quality has a significant impact on their most strategic business initiatives. Compliance and transparency are at the top of the list of concerns – that is, ensuring that organizations understand and are controlling and reporting the performance of the business accurately."

Ted Friedman, Andreas Bitterer. Magic Quadrant for Data Quality Tools. Gartner Research, 21 April 2006.

WHAT IS THE COST OF POOR DATA QUALITY?

Data quality issues in your organization may be costing you money today. You receive incorrect reports, base decisions on flawed analysis, and you are challenged to meet key strategic objectives, including compliance. You lose more customers everyday as you fail to accurately identify customer purchase history, product preferences, or even the spelling of their names – but it doesn't stop there. Here are a few examples where poor data quality can affect your organization:

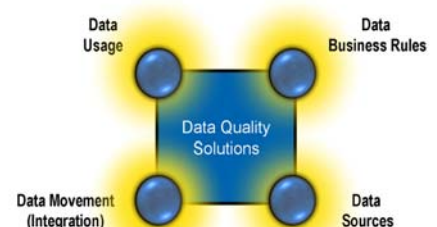
- Flawed product inventory and reserve forecasting costing thousands a day
- Billing and payment errors hurting customer perceptions and your ability to accurately state your financials
- Returned mail, and the manual rework to get it sent correctly, drives up the cost of every marketing campaign
- Lost investment dollars due to the inability to implement effective enterprise performance management applications, or because large applications such as customer relationship management (CRM) or data warehouse applications falter or fail
- Regulatory fines levied and possible negative publicity – all because you're unable to accurately value assets due to inconsistent asset data tracking across the organization, or you are unable to track financials because you can't balance or reconcile financial data sourced from multiple systems
- Loss of customers driving lowered revenue due to an inability to track customer interactions or to recognize high-status customers
- Negative publicity when you fail to meet customer obligations on a large scale, such as failure to make rebate payments or disrupted service

DATA QUALITY APPROACH

A comprehensive data quality strategy can affect how effectively you run your business. Through thousands of data quality engagements, Business Objects, an SAP company, focuses on four critical areas when assessing data quality. We ask the following questions:

1. Data Usage

- Can you meet and track your new performance measures using existing data?
- Can you effectively support new and changing business processes driven by mergers and acquisitions or new enterprise priorities?
- What is the cost of the failure of new data warehousing, CRM, or enterprise resource planning (ERP) applications?



The Growing Issue of Data Quality

“Improving data quality/information integrity, a new selection choice added to this year’s survey, emerged as the most pervasive critical technology concern with about 58% of respondents considering it to be a critical technology issue.”

– 2007 Annual Report of Technology Issues for Financial Executives.

Sponsored by the Financial Executives Research Council and CSC.

2. Data Movement

- What is cost incurred due to the inability to reconcile financial data back to its sources?
- Are you being asked to make business decisions based on data that is clearly inconsistent with its original source?

3. Data Sources

- Are you faced with inconsistent and redundant data? How does this impact customer service, product provisioning, and the quality of reporting?
- Do you have a single source of the truth, or a validated system of record?

4. Data Business Rules

- What is the business cost associated with incorrect or poorly defined data?
- How much is data rework costing?
- How much time do you spend debating common definitions and usage of data?

THE APPROACH

Our objective is to provide you with achievable solutions that will address your data quality challenges and enhance your bottom line. We will provide one or more of the following:

- A plan for a broader data quality project to resolve root causes
- A validation of the current quality of your key data
- A business case for a new or expanded sustainable data quality program
- A roadmap of data quality solutions

The data quality assessment service from Business Objects provides your organization with the ability to address your trusted information challenges, allowing you to:

- Reduce costs by addressing the quality of data that supports your key business processes
- Maximize the return of your corporate investments, such as the implementation of large new applications, or mergers and acquisitions
- Meet compliance and regulatory requirements
- Improve customer and industry perceptions of your organization

The duration of this engagement averages two weeks. We will quantify and qualify your data quality challenges in a short period of time. Our data quality assessment service delivers a short-term and cost-efficient way to get a handle on your data quality issues.

businessobjects.com



© 2008 Business Objects. All rights reserved. Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 5,857,205; 6,289,352; 6,247,008; 6,490,593; 6,578,027; 6,831,668; 6,768,986; 6,772,409; 6,882,998; 7,139,766; 7,299,419; 7,194,465; 7,222,130; 7,181,440 and 7,181,435. Business Objects and the Business Objects logo, BusinessObjects, Business Objects Crystal Vision, Business Process On Demand, BusinessQuery, Crystal Analysis, Crystal Applications, Crystal Decisions, Crystal Enterprise, Crystal Insider, Crystal Reports, Desktop Intelligence, Inight, the Inight Logo, LinguistX, Star Tree, Table Lens, ThingFinder, Timewall, Let there be light, Metify, NSite, Rapid Marts, RapidMarts, the Spectrum Design, Web Intelligence, Workmail and Xcelsius are trademarks or registered trademarks in the United States and/or other countries of Business Objects and/or affiliated companies. All other names mentioned herein may be trademarks of their respective owners. Part # WS554-A