

Data Quality Consulting Services

Enterprise Data Quality

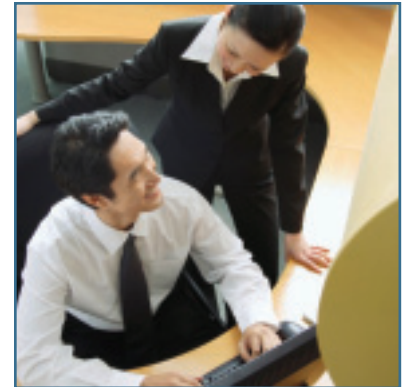
Increasingly, organizations are using their data for competitive advantage, as a differentiator with their customers, and to enable process change. Using data in this manner requires a business case to either reduce costs associated with poor quality or to improve results by leveraging the benefits of high-quality data (e.g., deriving greater confidence in analysis, spending less reconciling data, and working with a single view of the data). Even so, several key questions remain: What impact is this having on the quality of the data in the organization? Is data quality improving, and is it improving fast enough?

Why should you care about data quality? Enterprise data warehouse solutions drive value based on an enterprise-wide view of the business and the use of data in the data warehouse to provide better decisions

in support of the business. The value of any data warehouse is dependent on its data and the quality of those data. Even the best data warehouse is only as good as the data you put into it. Global estimates of data warehouse failures due to poor data quality are as high as 30% – poor data quality also contributes significantly to problems in the remaining 70% of implementations. Through its Data Quality Consulting Services, Teradata Corporation can deliver to your organization the data quality infrastructure necessary to drive increased return on your investment and reduce your overall risk.

Data Quality Services Portfolio

The Teradata® Data Quality Services Portfolio consists of five services. Teradata can adapt the suggested order of services to your unique requirements.



Data Quality Maturity Assessment and Workshop

Through a data quality maturity engagement, Teradata will help you assess the capabilities and processes that are critical to your data quality program. Using our patent-pending Teradata Maturity Assessment process, we'll determine the level of data quality maturity within your enterprise and the needed level of enterprise data quality – the level of maturity indicates where your data quality capabilities fall along a data quality continuum. Once the assessment is complete, you'll receive a maturity scorecard and a set of prioritized recommendations for improving the quality of your enterprise's data.

Data Quality Process Optimization

It's important for you to understand the existing data quality processes your enterprise uses and to analyze those processes to determine areas for improvement. This way, you can make continuous

What Is Data Quality?

Data Quality is the suitability of data for its intended purpose. For example,

- > **If customer addresses are to be used in a direct mailing campaign, they should be correct and unique.**
- > **When call detail data are to be used to determine billing, that call detail should be correctly associated with the right account and right billing plan.**
- > **When sales data are to be used to produce comprehensive sales reports, those data need to be complete.**

Data Quality Consulting Services

process improvements and optimize your processes to help achieve cost savings, efficiencies, fewer errors, and better overall data quality. Teradata consultants will work with you to define and implement a data quality process and a plan to optimize that process. This includes setting detailed strategies for:

- > Data quality management, data governance, and data stewardship.
- > Data quality metadata management.
- > Data quality measurement.
- > Data cleansing.
- > Data quality tools.

Our consultants will prepare a comprehensive data quality strategy tailored to your business needs and supported by operational processes and plans for implementation.

Data Quality Profile Analysis

A data quality profile analysis uses Teradata Profiler to explore large volumes of data directly within the Teradata Database. The analysis can identify discrepancies between the business rules that define data quality and the actual data. As a result, our consultants will develop metrics used to track quality conformance and will conduct a knowledge-transfer session to help you gain experience in data profiling.

Benefits of Better Quality Data

- > **Improved insights and analysis**
- > **Lower risk and exposure**
- > **Improved reporting and compliance**
- > **Improved business cycle times**
- > **Better decision-making foundation**
- > **Single view of corporate data**
- > **Higher confidence in analytic systems**
- > **Lower costs for data reconciliation**
- > **Increased customer satisfaction**
- > **Improved end-user access to data**
- > **Reduced costs**
- > **Increased revenues**

Data Quality Scorecard Implementation

A data quality scorecard provides continuous visibility of data quality conformance and an associated process for measuring, recording, and disseminating data quality measurements. This process provides a feedback loop to manage the data quality improvement program. Through a series of facilitated interviews, Teradata consultants will identify the most important data items and conformance rules to measure, and then implement the necessary technology to support a data quality scorecard and analytical environment.

Data Cleansing Strategy and Implementation

Discrete data quality services are useful, but a comprehensive strategy generates the greatest benefit from a data quality

consulting engagement. Teradata consultants can guide you through the process of defining a set of data quality requirements, an implementation plan, and a strategy to resolve data quality problems. This may require specialized technology to improve address quality, household customers, or merge duplicate data.

Proven Value and Expertise

Data quality is a corporate issue confronting the business and technology communities. Teradata Professional Services consultants provide the data quality and data warehousing expertise, along with industry business knowledge, to help companies address data and process enhancements that the business and technical communities face.

Data Quality Consulting Services

Teradata.com

The Teradata Difference

Why choose Teradata? Teradata has a blend of technology and experience unavailable from any other source. We've been providing innovative, best-in-class business solutions and technologies for some of the world's most successful data warehouses for more than 25 years under some of the most demanding environments. Teradata consultants have built

nearly two thousand data warehouses and have dealt with data quality issues for many of our customers. Their collective best-practice experiences with data management and data quality can be applied to solving any data quality issues that might exist in your environment – all based on the proven processes, assessments, methodology, and services that we can provide.

For More Information

To find out more about how Data Quality Consulting Services from Teradata can help you reduce the costs of poor quality data and make better, faster decisions in your organization, contact your local Teradata representative or visit Teradata.com.

Data Quality improvement efforts can produce significant return on investment by increasing revenue, increasing profit, or by reducing maintenance costs. For example:

- > One company raised its data quality score from 80 to 85 on two instances of a similar campaign, directed at 100,000 prospects. The first campaign yielded a response rate of 2.6%, while the second yielded a response rate of 3%. The second campaign's ROI was 15% higher than the first campaign – even when accounting for the cost of the data quality improvement effort.
- > Another company increased revenue .5% by increasing the quality of its billing data.
- > Still another company reduced IT application rework costs by 40% by assessing and correcting the quality of the data prior to application deployment.

Teradata and Teradata Corporation are registered trademarks of Teradata Corporation. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.

Copyright © 2007 by Teradata Corporation All Rights Reserved. Produced in U.S.A.